



NAHU Membership

Core Competencies for the Membership Volunteer

Presented by

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Welcome to your Leadership Role

- Why did you choose/agree to be a membership chair?
- What are your expectations as a leader?
- What are your goals?

Overview of Responsibilities

- **Primary Responsibilities for a membership chair:**
 - Recruiting and promoting NAHU to new members.
 - Assist Retention Chair in developing retention activities.
 - Promoting the membership GAIN contest.
 - Maintaining good membership records.
 - Communicating with your members.
 - Attending teleconferences.





Your Membership Team

- Establish a membership team!
 - Vice Chair
 - Assign small projects
 - Ad hoc committees

Staying Informed

- Attend teleconferences!!
- Attend webinars
- Read NAHU communications
 - Monthly Membership Connection
 - Monthly regional lapse list email
 - Monthly Leader Newsletter
 - Monthly NAHU News
 - Weekly Washington Update



NAHU Resources

- Online Membership Tools

Located at www.nahu.org

- Click Leadership Tools

- Membership Tools

- Click Tools



Membership Tools

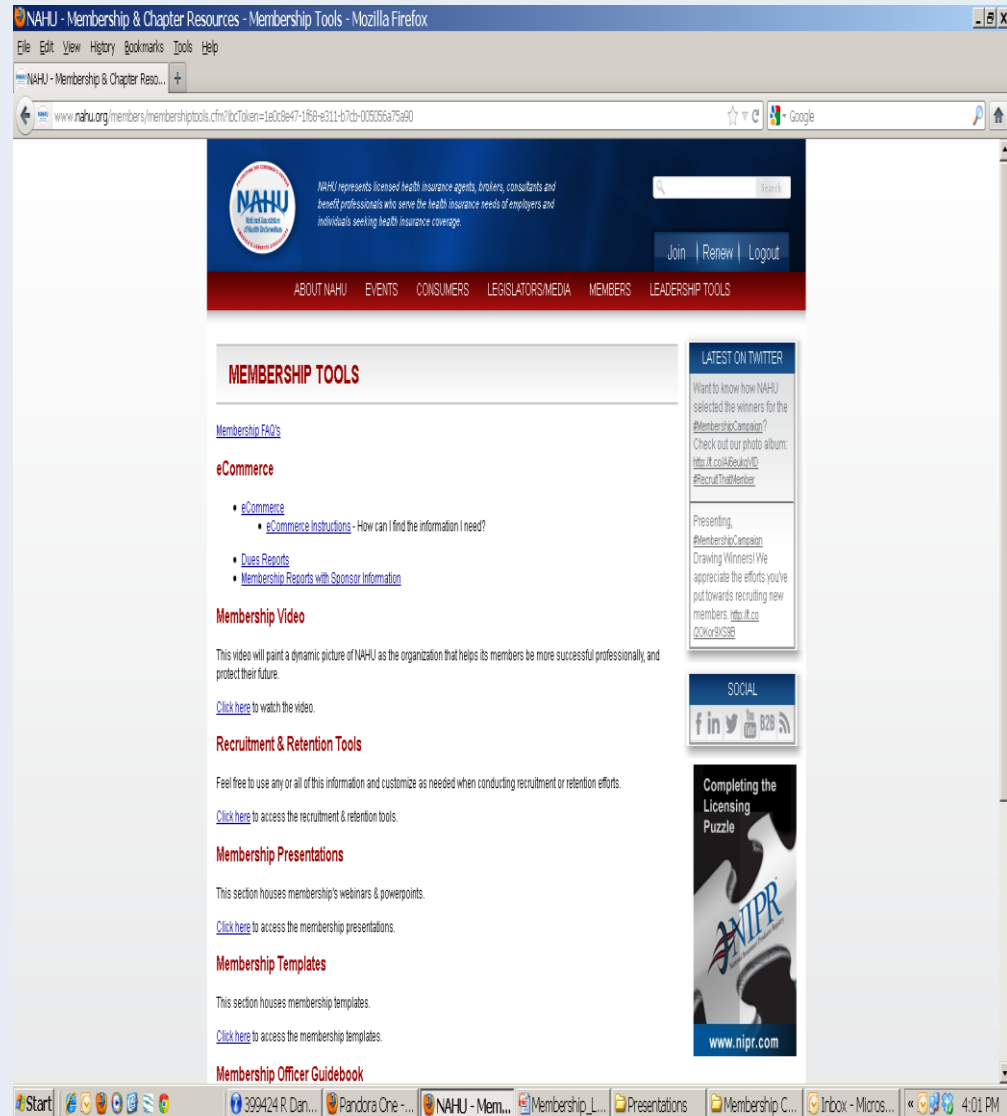
To access:

www.nahu.org

➤ Leadership Tools

➤ Membership Tools

➤ Tools



The screenshot shows a web browser window displaying the NAHU Membership & Chapter Resources page. The page features a navigation menu with links for ABOUT NAHU, EVENTS, CONSUMERS, LEGISLATORS/MEDIA, MEMBERS, and LEADERSHIP TOOLS. The main content area is titled "MEMBERSHIP TOOLS" and includes sections for Membership FAQs, eCommerce (with links to eCommerce Instructions, Dues Reports, and Membership Reports with Sponsor Information), Membership Video, Recruitment & Retention Tools, Membership Presentations, Membership Templates, and Membership Officer Guidebook. A sidebar on the right contains a "LATEST ON TWITTER" section, a "SOCIAL" section with links to Facebook, LinkedIn, YouTube, and RSS, and a "Completing the Licensing Puzzle" section with a graphic of a puzzle piece and the NIPR logo.

Membership Reports

To access:

www.nahu.org

- Leadership Tools
- Membership Tools
- Reports

The screenshot shows a web browser window with the address bar displaying "www.nahu.org/members/awards-mem.cfm". The page header includes the NAHU logo and navigation links: "ABOUT NAHU", "EVENTS", "CONSUMERS", "LEGISLATORS/MEDIA", "MEMBERS", and "LEADERSHIP TOOLS". The main content area is titled "MEMBERSHIP REPORTS" and contains the following sections:

- Membership Competitions**: A paragraph stating "NAHU's numerous contests and competitions offer members a chance to be acknowledged for their membership recruitment and retention efforts throughout the year."
- Recruit new members and Win!**: A paragraph about the GAIN contest, stating "NAHU's GAIN contest (Get Agents Involved Now) rewards members, chapters and regions that excel at recruitment and retention. Check out the competitions below to see how you can participate. If you have any questions, please feel free to contact membership at membership@nahu.org or (202) 595-7591."
- GAIN Competition Current Standings**: A paragraph stating "Monthly GAIN contest scores are typically posted around the 15th of the following month." followed by a list of links: "Contest Guidelines/Comms Codes" and "GAIN Scoring".
- November 2013**: A list of links: "Monthly Membership Report", "GAIN Report", "Recruiter Report", "100 Board Report", and "Archived Membership Reports".
- Please Note**: A paragraph stating "The 2013-2014 GAIN contest runs from May 1 to April 30."
- 100% NAHU Board**: A link to "100% Board Contest Rules".
- Honors**: A paragraph stating "Honors each local, state or regional board where every member recruits at least one new member between May 1, 2013 and April 30, 2014."
- Awards**: A paragraph stating "The following awards are given for the GAIN competition to one small and one large local chapter and one small and one large state chapter. A regional award is also given in each of the categories."

On the right side of the page, there is a "LATEST ON TWITTER" section with a tweet about NAHU's membership campaign and a "SOCIAL" section with icons for Facebook, Twitter, LinkedIn, and YouTube. At the bottom, there is a "Get Started" button and a "UMH" logo.

Membership Reports

- Posted online on the 15th of each month.
- Gives current membership counts for each region, state and chapter.
- Current rankings in the GAIN contest.
- Use to report NAHU's membership number.



Monthly Membership Reports

To access:

www.nahu.org

- Leadership Tools
- Membership Tools
- Reports

The screenshot shows a Mozilla Firefox browser window with the address bar displaying 'www.nahu.org/members/GAINReports/2013/GAIN/1113_FinalReport.pdf'. The main content area displays a PDF report titled '1113_FinalReport.pdf' for November 2013. The report is a detailed membership report, organized into two main sections: 'Northwest Membership Report' and 'SMB Report November 2013'. Each section contains a table with columns for 'Order', 'Area', 'Region', 'Status', 'Count', 'Rate', and 'Rate %'. The 'Northwest Membership Report' table lists various regions such as CT, MA, ME, NH, VT, RI, and NJ, along with their respective membership counts and rates. The 'SMB Report November 2013' table lists various states including WA, OR, ID, MT, WY, UT, AZ, NV, CA, HI, AK, and DC, along with their respective membership counts and rates. The report also includes a 'Region 2 Total' row at the bottom of each section.

Member Benefits

To access:

www.nahu.org

➤ Members

➤ Benefits

The screenshot shows a Mozilla Firefox browser window displaying the NAHU Member's Area website. The browser's address bar shows the URL www.nahu.org/members/benefits/index.cfm. The website header includes the NAHU logo and navigation links: ABOUT NAHU, EVENTS, CONSUMERS, LEGISLATORS/MEDIA, MEMBERS, and LEADERSHIP TOOLS. The main content area is titled "MEMBER BENEFITS" and contains the following text:

As a NAHU Member, you are eligible for discounts on products and services that can enhance your business success and increase your bottom line, including E&O insurance, credit card services, and office product savings. By utilizing the NAHU-exclusive discounts offered by the following vendors, members can often more than recoup their membership investment. When contacting the vendors for more information, please don't forget to mention you are a NAHU member.

Select the business resource that best fits your needs.

Compliance Tools & Resources

- **ACA Decision Support Tool - (NAHU member login required)**
 - Provide your clients with accurate, customized Healthcare Reform impact analysis through NAHU's enhanced version of the ACA Decision Support Tool. Thoroughly vetted for accuracy and compliance with ACA regulations, The ACA Decision Support Tool is a comprehensive software that allows you to provide clients with a customized analysis of the ACA's impact as well as a variety of possible client strategies and scenarios.
 - To assist NAHU members in maximizing the many applications of The ACA Decision Support Tool, Associated Benefits Consulting and ACA Solutions are also providing discounted consultation services to NAHU members.
- **Human Resource Compliance Solution from ThinkHR - (NAHU member login required)**
 - ThinkHR provides brokers and their clients with easy and immediate access to expert HR advisors who will provide information and answers in a timely manner to minimize the exposure and risk associated with legal and regulatory matters.
 - Brokers partnering with ThinkHR will receive a comprehensive solution that includes everything necessary to ensure your clients are informed and HR compliant.
- **Plan Documents**
 - Strategic Recovery Partnership is offering NAHU members a 25% discount on PLAN DOC Builder. This subscription service simplifies the task of generating plan documents. You can choose an affordable rate based on the number of plan documents produced annually. Get your 15-day free trial [now](#).
- **Guidebooks**
 - Guidebooks to assist you with ensuring your clients are complying with all applicable laws
- **Training Tools**
 - Tools to ensure your compliance with HIPAA and HITECH

Business and Personal Services with NAHU preferred pricing

- **Allied Van Lines**
 - Professional moving, real estate and mortgage services
- **Brooks Brothers**

The right sidebar of the website features a "LATEST ON TWITTER" section with a tweet about a membership campaign, a "SOCIAL" section with links to Facebook, LinkedIn, Twitter, and YouTube, and a promotional banner for American Public Life Insurance Company with the slogan "Like a zebra's stripes, we're one of a kind, just like you."

GAIN Contest

- Runs from May 1 – April 30 of each year.
- New Contest Categories:
 - New Members
 - Growth Rate
 - Retention Rate
 - LPRT, Triple Crown, Bank Draft, Delegates, Certificate Programs
 - Overall – Membership Cup!





Retention

Keep the members we have!





Retention

When does retention begin?

Building Member Relationships

- Personal contact with members
- Member Recognition
- Short term projects
- Networking

Recruitment Campaigns and Contests

- Membership Blitz
- Chapter Contests
- National Membership Campaigns



Who to Contact?

- NAHU Staff
- Local Chairs – contact your State Chairs
- State Chairs – contact your Regional Chair
 - Ingrid Martin – Membership
 - Heather Harte – Retention

