

# NAHB Staff Resource of the Day



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## Membership Resources for HBA Staff Appreciation Week

### THIRD TUESDAY TOWNHALLS

Free, informal webinars for HBA staff on a variety of topics to help overcome challenges and grow membership through recruitment and retention. [Learn more.](#)

### PROGRAM AND EVENTS IDEA BANK

The Program and Events Idea Bank is designed to inspire HBAs and council members with innovative ideas for enriching council experiences or activities that generate revenue for HBAs. The content in the bank includes general information about the program or event and best practices for implementation. [Learn more.](#)

### MEMBER SAVINGS ADS

Download and share ads about the Member Savings Program to help recruit and retain members. [Learn more.](#)

### NAHB CONNECT

Not just for members! NAHB Connect has a specific section just for EOs and HBA staff to learn from each other. A great tool for yourself and to promote engagement for your members. [Learn more.](#)

### NAHB COMMUNICATION RESOURCES

NAHB's Communications team provides a comprehensive collection of services and communication vehicles created to educate, enlighten, and empower NAHB members and affiliated HBAs. [Learn more.](#)

### HBA GUIDE TO BETTER RETENTION

This guide is for creating an effective, easy-to-implement retention plan. We've also included several proven tools, developed by NAHB using in-depth research into what successful HBAs do to increase their retention rates. This guide creates a blueprint for building an effective retention strategy. [Learn more.](#)

### TOP 5 THINGS TO DO AS A NEW YOUNG PROFESSIONAL MEMBER

Onboarding Brochure for New Young Professional members on how to jumpstart their membership. [Learn more.](#)

### OVERCOMING OBJECTIONS TO MEMBERSHIP

Recruiting can seem like a nerve-wracking experience: Questions such as "What if they ask a question I don't know the answer to?" or "What if they say no?" may enter your mind. NAHB has compiled a series of videos, tips and resources to help prepare recruiters to effectively address common concerns from prospective members. [Learn more.](#)

### MARKETING MATERIALS STORE

Inside the Marketing Materials Store, you can order a variety of collateral, including postcards, brochures, pins and more. These materials are available to help you promote the value and benefits available through local, state and national membership. [Learn more.](#)



**Learn about the value  
of membership**

