

Membership Cup Award - 2024 Application  
1201 15th Street NW  
Washington, DC 20005  
1-800-368-5242

ID: MA19987

To be considered, Applications must be submitted online.  
This document is for reference only.

## Membership Cup Award

### Contact Information

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<i>Last Name:</i>	Hankins
<i>Title:</i>	Executive Officer
<i>Company/Organization:</i>	Greater Fort Smith AHB
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<i>City:</i>	Fort Smith
<i>State:</i>	AR - Arkansas
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### Home Builders Association (HBA) Details

<i>Association Name:</i>	Greater Fort Smith AHB
<i>Association Number:</i>	0436

Website:

<https://fortsmithhomebuilders.com/>

## Membership Plan

*Briefly describe how your HBA developed this membership plan. Detail who was included in the development of the plan and explain how the plan is connected to other HBA goals. (Scoring: Up to 10 points):*

As the new Executive Officer, my initial plan was to increase membership. The association had been struggling for about six months due to the sudden passing of their previous Executive Officer. She was a dynamic force in the HA and her sudden death was devastating. My mission was to bring hope and new life to the association while honoring her legacy.

Working with the Board of Directors and the Associate Council, we devised a plan to award \$500 to the member who recruited the most new members by June 30. We also promoted NAHB incentives, including a free registration worth \$1,000 for the International Business Show in Vegas. This created a lot of excitement among members eager to win. We advertised this at all our meetings and created a leaderboard to post rankings each week.

Even after the membership drive ended, we continued to recognize the member who brought in the most new recruits each month. Winner received a plaque at our annual Installation Banquet. This new award was dedicated in honor of the previous Executive Officer. Our goal was not only to increase membership but also to demonstrate the value of the association to both members and the community

*What are the goals of the plan? Were the goals met? Please explain. If the goals were not met, please explain the efforts put forth to meet them. (Scoring: If goals met, up to 10 points. If goals not met, effort is evaluated up to 10 points.):*

The goal was to increase membership and demonstrate the value of the association. We aimed to have 200 members by the end of 2023. Part of showcasing the value of membership involved being visible in the community. We constructed a ramp for the local clothes closet, provided scholarships for members' children, and held 50/50 drawings at each meeting to benefit local charities such as the Hamilton Center and the Little Rock Disaster Relief after the storm in Little Rock, Arkansas.

By organizing quality events with delicious food, fun activities, and great door prizes, members recognized our high standards. This approach attracted people to our events and encouraged members to do business with each other. Members appreciated the quality of our events and began inviting others, which increased our membership. Although we did not reach our goal of 200 members by the end of 2023, we successfully raised awareness of the Association and strengthened collaboration among members.

*Explain how the membership plan is integrated into other association activities. (Scoring: Up to 10 points):*

The membership plan was thoughtfully integrated into various association activities to maximize engagement and demonstrate the value of belonging to the HBA. The membership plan included a financial incentive of \$500 and a valuable prize from

NAHB for the member who recruited the most new members by June 30, 2023. This competition was heavily promoted at all association meetings, creating excitement and encouraging participation. Regular updates through a leaderboard kept the competitive spirit alive, fostering a sense of community and shared purpose among members. The membership plan was tied to community service and visibility projects. These activities demonstrated the association's active role in the community, thereby attracting potential new members who valued community involvement.

By embedding the membership plan into these various activities, the HBA ensured that the drive was not seen as a standalone effort but as an integral part of its ongoing operations and community presence. This comprehensive approach helped to build a cohesive and engaged membership base, ultimately strengthening the association as a whole.

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*Explain how the plan encourages the involvement from all members (builders and associates; new and veteran members, etc). (Scoring: Up to 10 points):*

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The membership plan was designed to encourage involvement from all members including builders and associates, new and veteran members. By creating a membership plan that included incentives, public recognition, regular updates, and community involvement, the HBA successfully encouraged participation from all members. This inclusive approach helped to foster a sense of unity and shared purpose among builders, associates, new, and veteran members alike.

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*Describe how the plan incorporates both short-term and multi-year membership development initiatives. (Scoring: Up to 5 points):*

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Short-term initiatives aimed at boosting membership had a specific goal set for June 30, 2023. The incentive for achieving this goal was a \$500 reward, plus additional rewards from the NAHB. This strategy successfully piqued interest and motivated individuals to learn more about what the HBA offers.

We highlighted that our membership is "3-in-1," encompassing Local, State, and National memberships. Additionally, we promoted the significant savings available through the National HBA, which further enhanced the perceived value of joining. Once potential members learned about these savings, they developed a strong sense of value and commitment, leading to multi-year memberships.

To recognize and celebrate our top recruiter, we presented an award at the annual Christmas Installation Banquet, which is dedicated to the memory of our previous Executive Officer. This has established a tradition of honoring sustained recruitment efforts and encourages long-term contributions from members.

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*Explain how the plan is balanced in its approach to both recruitment and retention initiatives. (Scoring: If yes, effort is evaluated up to 15 points. If no, circumstances evaluated up to 15 points.):*

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By combining immediate incentives with long-term benefits and recognition, the plan ensures that recruitment efforts lead to sustained membership growth. Educating new members about the ongoing savings they can enjoy through the NAHB helps to foster a sense of long-term value. When members see the continuous benefits, they are more likely to renew their memberships. Actively promoting the member savings available

through the National HBA demonstrates immediate financial benefits, making the value proposition clear and compelling.

The short-term rewards create a surge in new memberships, while the ongoing value propositions and traditions build a foundation for long-term retention. This balanced approach not only attracts new members but also keeps them engaged and committed over the years.

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*Explain how the plan includes and promotes the core benefits of the HBA and of the state and national membership (the 3-in-1 membership). (Scoring: Up to 5 points):*

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The plan emphasizes that membership in the HBA automatically includes Local, State, and National memberships. This comprehensive approach highlights the broad range of benefits available, enhancing the perceived value of joining. A key promotional focus is on the significant savings members can access through the NAHB. This includes discounts on products and services which can lead to substantial cost savings for members. By showcasing these financial benefits, the plan makes a strong case for the economic value of membership. By being part of a state and national organization, members benefit from strong advocacy efforts. The HBA, along with state and national bodies, works to influence legislation and regulations that affect the building industry. The plan communicates how this advocacy protects and advances members' interests. During the recruitment phase, the plan draws attention to the immediate benefits such as the member savings and comprehensive membership. This helps attract new members by presenting a strong value proposition right from the start. For retention, the plan continues to emphasize the ongoing benefits of membership. Regular communication about new savings opportunities, upcoming events, and advocacy efforts keeps members informed and engaged, reinforcing the value of staying with the HBA.

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*Describe why this plan and its implementation is worthy of winning the NAHB Cup Award for Outstanding Membership Achievement. (Scoring: Up to 10 points):*

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The plan effectively communicates the value of a single membership that includes Local, State, and National levels. This comprehensive approach ensures members understand they are gaining access to a wide array of benefits, enhancing their overall membership experience and perceived value. This plan had strong recruitment incentive, emphasis on financial benefits and long term retention focus. Dedicating the top recruiter award to the memory of the previous Executive Officer builds a sense of legacy and honors past contributions, fostering a deeper emotional connection to the organization. This tradition enhances member loyalty and commitment. The successful implementation of the plan, evidenced by increased membership and engagement, along with the fostering of community and tradition, further underscores its worthiness of this prestigious recognition.

## **Supporting Documents Uploads (PDF or MS-Word Format)**

*Upload a written membership plan:*

MembershipPlan2023.pdf

*Supporting Document #1:*

2023membershipbrochureRevised.pdf

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## Objective:

To increase membership and enhance member retention by leveraging the comprehensive benefits of Local, State, and National HBA memberships, with a clear focus on immediate incentives, long-term value, and community engagement.

## Membership Goal:

Increase membership to 200 members by December 31, 2023.

## Strategies and Initiatives:

### 1. Recruitment Strategies

#### 1.1 Short-Term Incentives:

- **Timeline:** Membership drive to culminate on June 30, 2023.
- **Incentive:** Offer a \$500 reward, plus additional NAHB rewards, to new members who join by the deadline.
- **Promotion:** Utilize social media, email campaigns, and local events to spread the word about the incentives and the benefits of joining the HBA.

#### 1.2 Highlighting Comprehensive Membership:

- **3-in-1 Membership:** Emphasize that membership includes Local, State, and National HBA benefits.
- **Value Proposition:** Clearly communicate the wide range of benefits available at all three levels.

#### 1.3 Financial Benefits:

- **Member Savings:** Promote significant savings on products and services through the National HBA.
- **ROI Communication:** Provide potential members with a clear calculation of how much they can save by joining, making the financial benefits tangible and compelling.

### 2. Retention Strategies

#### 2.1 Ongoing Value Communication:

- **Regular Updates:** Send monthly newsletters highlighting new savings opportunities, upcoming events, and advocacy efforts.
- **Member Spotlights:** Feature success stories and testimonials from current members to reinforce the ongoing value of membership.

## 2.2 Networking Opportunities:

- **Event Calendar:** Maintain an updated online calendar of events to keep members informed and engaged.

## 2.3 Advocacy and Representation:

- **Legislative Updates:** Regularly inform members about the HBA's advocacy efforts at the state and national levels and how these efforts benefit them.
- **Engagement Opportunities:** Encourage members to participate in advocacy campaigns and provide feedback on issues affecting the industry.

## 3. Recognition and Community Building

### 3.1 Annual Awards:

- **Top Recruiter Recognition:** Award the top recruiter at the annual Christmas Installation Banquet.
- **Tradition and Legacy:** Dedicate the award to the memory of the previous Executive Officer to foster a sense of tradition and community.

### 3.2 Member Involvement:

- **Volunteer Opportunities:** Create opportunities for members to volunteer in HBA activities and committees.
- **Recognition Programs:** Develop additional recognition programs to celebrate member contributions throughout the year.

## 4. Marketing and Outreach

### 4.1 Multi-Channel Campaigns:

- **Social Media:** Utilize platforms like Facebook, LinkedIn, and Twitter to share member success stories, upcoming events, and membership benefits.
- **Email Marketing:** Implement targeted email campaigns to potential and current members, highlighting key benefits and upcoming deadlines.
- **Local Media:** Engage with local newspapers and radio stations to promote membership drives and events.

### 4.2 Partnerships:

- **Strategic Alliances:** Form partnerships with related industry organizations to co-host events and cross-promote memberships.
- **Referral Program:** Encourage current members to refer new members by offering incentives for successful referrals.

## **5. Implementation and Evaluation**

### **5.1 Action Plan:**

- **Task Assignments:** Designate specific tasks to HBA volunteers, ensuring clear responsibilities and deadlines.
- **Timeline:** Develop a detailed timeline for each initiative, from recruitment drives to event planning and recognition programs.

### **5.2 Monitoring and Evaluation:**

- **Regular Reviews:** Hold monthly review meetings to assess progress towards the membership goal.
- **Feedback Mechanisms:** Collect feedback from new and existing members to continuously improve the membership experience.
- **Reporting:** Provide quarterly reports to the HBA board on membership growth, retention rates, and the effectiveness of different strategies.

### **Summary:**

By combining immediate incentives with long-term value communication and fostering a strong sense of community and tradition, this plan aims to significantly boost membership and enhance retention. The comprehensive approach, leveraging Local, State, and National HBA benefits, ensures that members feel valued and supported throughout their membership journey.



# MEMBERSHIP REFERRAL

Refer a friend and get rewarded!

## REFERRING MEMBER:

Name:

Company Name:

Email:

## NEW MEMBER:

Name:

Company Name:

Email:



Turn this card in with application and we will contact you for a reward. Valid for new members in 2023 only.

## ABOUT US

The Greater Fort Smith Association of Home Builders was established in 1955 as a local organization to promote housing. We became affiliated with the National Association of Home Builders a few years later, then became part of the Arkansas Home Builders Association when it was established in the 1970's. Today the Association is proud to have over 200 local firms on the membership roll.

We are governed by a Board of Directors and numerous affiliated councils and committees along with a full time executive director who collectively oversee our projects such as the annual Home Show, Parade of Homes, Showcase Home, and Scholarship Golf Tournament. We are proud of our members and their contributions to this organization and the local housing industry. We are committed to our Mission!

## OUR MISSION

The Greater Fort Smith Association of Home Builders is a professional organization that promotes quality housing for our community. We strive to increase public awareness of the products and services our members provide and advocate industry standards.



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GREATER FORT SMITH ASSOCIATION OF



# 2023 Membership Brochure



REFERRAL CARD INSIDE!



## Join the Greater Fort Smith Association of Home Builders!

Your decision to join GFSAHB is the right decision for your business. As a member, you can start taking advantage of educational programs and tools, exclusive opportunities to network across all areas of the housing industry, access to expert economists and legal staff advisers and savings programs to help you in every aspect of your business.

Join today! For details, please visit [FortSmithHomeBuilders.com/join/](http://FortSmithHomeBuilders.com/join/)

[FORTSMITHHOMEBUILDERS.COM](http://FORTSMITHHOMEBUILDERS.COM)

## GFSAHB MEMBERSHIP BENEFITS

- ✓ **NETWORKING:** Whether you are looking for innovative products or just want to spend time talking to other builders. HBA events offer you the perfect opportunity to build relationships. From our Mason/Barr Golf Tournament to our Home Show, you will be in the middle of all the activities.
- ✓ **3 MEMBERSHIPS IN 1:** When you join the HBA, you also receive automatic membership in the State and National association as well. This translates to hundreds of dollars in savings and access to countless resources, including cutting-edge industry information, discounts on business services, and education opportunities.
- ✓ **HOMESHOW:** Imagine where you'll find the most innovative products and services, opportunity to reach countless new customers in one place. Members of the HBA receive discounts on booth space, not to mention premium booth placement.
- ✓ **VISIBILITY:** Maintain premium visibility within the association and the community at large, which will provide more opportunities to enhance your company's sales. You will also be included in our Directory and website listings.
- ✓ **STAYING INFORMED:** Up to date; Website, monthly newsletters and Social Media. (Like us on Facebook!)
- ✓ **SCHOLARSHIPS:** Our HBA give 3-7, \$1,000 scholarships for members and employees of members.
- ✓ **A VOICE IN LOCAL GOVERNMENT:** Remember that your membership in the HBA helps influence governmental officials through strength in numbers.
- ✓ **PERMIT REPORTS:** Members will receive the monthly reports noting new construction activity by city.



# What does membership do for me?

- ✓ **FREE LEGAL ADVICE:** That's right! Free!! As a member of the association, you have access to some of the most talented attorneys in Washington, D.C. Have a question about contracts? Trying to translate an insurance policy? Seeking information on employment law? Whatever your industry-based question, this is the quickest way to receive a return on your dues investment. Call NAHB anytime: 1-800-368-5242.

Benefits of participating:

- Biggest perk? MONEY
- Doesn't change the way you do business
- Not required to submit receipts
- Member Rebates does the paperwork
- Checks are mailed quarterly

## NAHB MEMBER ADVANTAGES



Money-saving discounts that benefit your business, employees and family! Visit [nahb.org/ma](http://nahb.org/ma) for savings details. Through this national program, all GFSAHB members can have access to numerous discounts on dozens of products and services.



## AHBA'S MEMBER REBATE PROGRAM



[arkansashba.com](http://arkansashba.com)



No one likes to leave money on the table. So, what would you think if you could get a rebate for your loyalty to many of the nation's leading housing industry product suppliers? Well, now you can! AHBA's Member Rebate Program increases your bottom line. For the minimal effort of informing us about the home construction products you use and when you close on a home or project, you'll be putting money back in your pocket. Both Builder and Remodeler companies, no matter how large or small, qualify for the program, and you are not required to use products from every manufacturer.



# Membership Drive Leaderboard

1. Chuck Fawcett - 10
2. Tim Mays - 2  
Emily Rucker - 2  
Rose Catalano - 2  
Randy Davis - 2
3. Emma Pratt - 1  
Rocky Walker - 1

**We are at 170**

**CONGRATULATIONS!**

**Winner:**

**Chuck Fawcett**

