

NAHB SPIKE CLUB GUIDE

CURRENT AS OF 2025



About the Spike Club Guide

The Spike Club Guide describes the complete process of managing and reporting Spike Club membership data as well as how to start or expand a Spike Club program in your local association. Over the course of this document, this guide will cover the various aspects of the Spike Club program including reporting, awards, competitions, and suggestions for how to expand the program to suit your membership.

This guide has been created in conjunction with the Web Membership System (WMS) User Guide and the Membership Accounting Manual. This guide will refer to both of these documents when appropriate; for more detailed information about either process, please refer to the corresponding manual. The online version of both the WMS User Guide, Membership Accounting Manual as well as this guide, can be found by logging into wms.nahb.org as well as wms.nahb.org/help.

For more general information about the Spike Club, please visit nahb.org/SpikeClub.



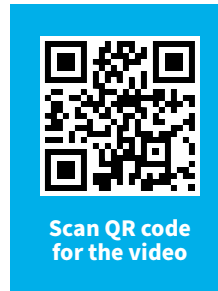
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Introduction

What is the Spike Club?



Glossary of Terms

Spike: A Spike is any member of a local Association who recruits another person to join the Federation. Builders, Associates, Affiliates, and Students can all earn Spike Credits. When a member earns 6 Spike Credits they become an official Spike Club Member.

Spike Candidate: A recruiter who has earned .5 – 5.5 Credits.

Sponsor: The Sponsor is the member who recruited the new member. This is the section you will fill out in WMS to give credit to your members for recruiting.

Member: Builder, Associate, Affiliate or Student are NAHB's recognized member categories.

Spike Credit: What members earn when they recruit new members. May also be referred to as "points."

International Builders' Show® Closing Concert: The big party and concert at the end of the International Builders' Show. It occurs on the Thursday evening of the Builders' Show and features a well-known band. Spikes can earn two free tickets to the Closing Concert every year.

WMS: The Web Management System (wms.nahb.org) is the web-based interface to NAHB's Association Management System, or AMS, which contains all membership records. WMS allows HBAs to manage their membership data; process renewals, cancellations and new members; and submit payments all online.

Affiliate Member: Affiliates are the employees of Builder and Associate members who reap the rewards of NAHB membership at a fraction of the cost. Not every HBA offers affiliate memberships, so please check with your local association for availability.

Spike Year: The Spike Year is used to calculate eligibility for tickets to the IBS Closing Concert. It runs from November 1 – October 31.

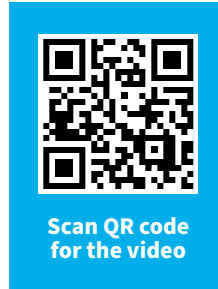
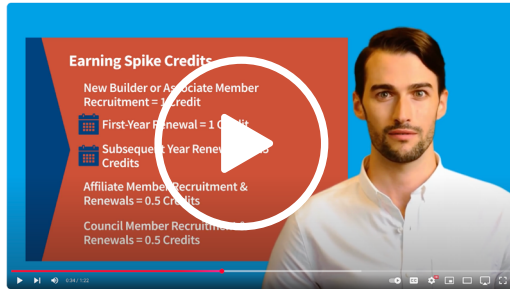
General Spike Club Rules

- The Spike Club membership year runs from January 1 through December 31. All membership activities, records, and competitions are based on this 12-month period. **However, the International Builders' Show Closing Concert eligibility period runs from November 1-October 31.**
- Spike Credits are earned by individuals only. Companies do not qualify for Credits.
- Spike Credits cannot be transferred from one individual to another once assigned.
- Individuals may not sponsor or earn Spike Credits (new or renewal) for his or her own membership.
- A Spike member who transfers membership to another local association or changes companies (employers) may transfer his or her Spike Credits by written request to the NAHB Spike Club at **spikeclub@nahb.org**.
- Failure to identify a Spike sponsor on the NAHB New Member Form, Dues Payment Report or in WMS at the time a new member or renewal is reported will result in the forfeiture of Credits. Forfeited Credits can be reclaimed by logging the instance using the Credit Adjustment Correction in WMS for up to one year after the credit was generated.
- In order to be eligible to receive complimentary tickets to the annual Closing Concert at the International Builders' Show, a Spike must have a minimum of six Credits and must earn one **new member recruitment credit** between November 1-October 31. The new member recruitment credit may be composed of one full credit received when a new Builder or Associate member is recruited, or two .5 Credits received when new Affiliate or Council members are recruited.
Note: Spike Candidates (Members who have earned less than 6 Credits total) are not eligible to receive complimentary tickets to the IBS Closing Concert.
- Individuals with memberships in more than one local association are encouraged to track their Spike Credits under one PIN in the association of their choice. Tracking Spike Credits in one association ensures the appropriate recognition as a Spike accumulates Credits. However, a Spike's information will appear on the roster for each association in which they recruit new members.
- Non-members can earn Spike Credits and achieve Spike Status.



Spike Credits

Earning Spike Credits



1.0 Credits	0.5 Credits
New Builder or Associate Member	New council members
New Builder or Associate 1st year renewal	Council Renewals
	Affiliate memberships
	Affiliate Renewals
	Builder and Associate renewal (after year 2+)

If a member renews during his/her reinstatement period (31-120 days past due), then the retention credit will be awarded to the Sponsor.

How to Give Your Members Spike Credits

To report new member Spike Credits, enter the sponsor’s PIN in the “Sponsor Information” section of the NAHB New Member Form in WMS. If you do not know the Sponsor’s PIN, use the PIN lookup tool. If the Sponsor is not a member of your local association, you can email helpdesk@nahb.org.

Spike Club Credits cannot be awarded and could be forfeited if sponsor information is incomplete. Reports and payments must be completed and received by NAHB to receive Credits. All membership deadlines are detailed in the Membership Accounting Manual.

Achieving Spike Status

As individuals in your association earn Credits, they work their way up the Spike Club levels. The Spike Club includes different levels of achievement for the number of Credits earned by an individual. The chart below outlines the different status levels available, the points required to reach them, and the awards for each achievement. See the Spike Club Perks section for more detailed explanation of awards.

Note: A Spike Member whose membership lapses may have their previous Credits added to their new account by emailing spikeclub@nahb.org.

Spike Status	Credits	Award
Spike Candidate	1-5.5	Recognition at local level
Blue Spike	6	Silver Spike Lapel Pin Spike Member Pin Rider Spike Certificate
Life Spike	25	Gold Life Spike Lapel Pin 25d Life Spike Pin Rider
Green Spike	50	50d Lapel Pin Rider
	75	75d Lapel Pin Rider
Red Spike	100	100d Lapel Pin Rider
Royal Spike	150	150d Lapel Pin Rider
	200	200d Pin Rider
Super Spike	250	250d Pin Rider
	300	300d Pin Rider
	400	400d Pin Rider
Statesman Spike	500	500d Pin Rider
	750	750d Pin Rider
Grand Spike	1,000	1,000d Pin Rider
All-Time Big Spike	1,500	1,500d Pin Rider

FUN FACT

The notation “d” in each level is Greek for penny, as in a four penny or six penny nail, and is found on each award pin rider.

Spike Credit Adjustments

HBA staff can request adjustments to Spike Credits for members. To make changes through WMS go to “View/Adjust Spike Credits” from the WMS home screen. You must indicate a reason for the Spike Credit adjustment to submit. Adjusted Spike Credits will be reflected in the reports as adjustments. Adjustments do not count towards the IBS Closing Concert or other incentive programs.

Assigning Unused Spike Credits

Unused Spike Credits may be assigned to a sponsor when the new member is reported or when the renewal is processed. If a sponsor is not listed when a new member is reported or when a renewal is processed, that credit is forfeited. A request can be made to recapture forfeited Credits by entering the information in WMS. The following are situations that may result in unused Credits.

Suggested Rewards for Unused Credits

One Credit Available

New member without a sponsor

First-year renewal without a sponsor or whose original sponsor is no longer a member

A member whose renewal is processed during the reinstatement period (31-120 days past NAHN anniversary date) and whose original sponsor is no longer a member

Half Credit Available

Renewal after the second year when the original sponsor is no longer a member

New Affiliate or Council member without a sponsor

Renewal of an Affiliate member without a sponsor or whose original sponsor is no longer a member

Renewal of Council member without a sponsor or whose original sponsor is no longer a member

Rather than forfeit Credits in these situations, your association can develop guidelines for unused Credits. These Spike Credits can be used to reward outstanding membership development efforts, such as those suggested below. Please note that these are suggestions only. Your association may award Credits for other tasks, or in different amounts.

Example Tasks	Example Credits Earned
Membership Planning	
Develop an annual membership plan	1 credit
Organize a Spike recognition program	½ credit
Organize a membership training seminar	1 credit
Involvement	
Compile a list of prospective members	1 credit/10 prospects
Organize/assist with new member orientations	½ credit/orientation
Contact and invite volunteers to participate in membership activities or to join association committees	½ credit/volunteer
Services	
Develop and conduct a membership satisfaction survey	1 credit/5 surveys
Coach other members to new Spike levels	½ credit/member

Potential Opportunities for Spike Multiplication

NAHB will sometimes offer opportunities to multiply your member’s Spike Credits. This can happen during NAHB’s sponsored membership drives. These points are awarded after the drive and will be in the “adjustment category”.

If you want to offer your own multiplication during a drive, email spikeclub@nahb.org.



Spike Club Roster

All associations can download a Spike Club Roster monthly showing their current Spike Candidates and Spikes. Individuals reflected on the Roster include 1) Current sponsors of active or cancelled memberships within that HBA who have earned Credits; and 2) Active members of that HBA who have earned Credits.

Therefore, it is possible that your Spike Club Roster may show recruiters who are not members of your association, but who have recruited new members to it. In cases where a Spike has multiple HBA memberships, Spike Club Roster will always display a Spike's highest form of membership (Builder/Associate/Affiliate) and oldest anniversary date, to reflect consistent information for each member.

Understanding your Spike Club Roster

The Spike Club Roster is updated each month to reflect any changes to sponsor information submitted. It will be divided into four main sections- Candidates, Members, Life Members, and Other Credits Earned in Your Association.

Categories within the Roster:

Candidates: This section includes all members or employees of members who have not yet earned 6 Credits. There is one column heading that is particular to the Candidates section.

- **CRS to Qualify:** This column represents the number of Credits this Spike Candidate needs to earn to achieve Spike Status.

Members: This section includes all members or employees of members who have reached Spike status. The following columns are particular to the Members section.

- **Spike Party:** This column is only included in the Members and Life Members sections. The eligibility period is November 1- October 31 of each year. Information in this column will not change after October 31 as November and December Credits do not apply to Closing Concert eligibility.
- **Award Level:** The most recent award level a Spike or Life Spike has achieved will be indicated here.
- **Spike Status Change:** When a Spike or Life Spike reaches a new Spike Award level, "Yes," will appear in this column. NAHB will issue awards to the member.

Spike Club Roster Key	
Member Type & Anniversary Date	<p>Type of membership: B for Builder and A for Associate. The Spike's highest level of membership will be displayed, even if that member type is within another local.</p> <p>The latest anniversary date for the Sponsor's membership will be shown in all rosters where the Spike has recruited members.</p> <p>When this column is blank, the individual is not a dues-paying member.</p>
PIN	NAHB's unique identifier of each person in the database. Every person, whether they are a Primary Member or Record or an employee of a Company in the database, will be assigned a unique PIN.
MSN	Member Subscription Number: NAHB identifier for an NAHB membership. Members of multiple HBA's will have a unique MSN for each HBA, however they will only have one PIN.
Prior Year Total	Accumulated Credits for a sponsor of all prior years.
Current Year Credits	
N. Mem.	Total Credits this membership has earned in this calendar year for new member recruitment, including new council recruitment.
Reten.	Total number of retention Credits for the year, including council retention.
Adjust.	Total number of Credits from adjustment requests for the year.
Total	Cumulative total of previous three columns.
Current Month Credits	
N. Mem.	Total number of Credits that a sponsor has collected in the month, including council recruitment.
Reten.	Total number of retention Credits for the month, including council retention.
Adjust.	Total number of Credits from adjustment requests for the month.
Total Credits	Total number of Credits to date that a sponsor has received.
Cur Award Level	Spike membership level based on total Credits earned.
Spike Status Change	Yes/No field indicating a recent change in Spike level.
Spike Party [Year]	Yes/No field identifying Spikes that have qualified for tickets to the IBS Closing Concert.

The image below is a sample Spike Club Roster



Spike Club Roster

For the Month Ending - February 28, 2025
Local: 1002 Charlotte-DeSoto BIA

*** Candidates ***

Member Type & Anniv. Date	PIN	MSN	Name	Prior Year Total	Current Year Credits				Current Month Credits				Total Credits	Award Level	Spike Status Change	Credits To Qualify	
					N. Mem.	Retent.	Adjust.	Total	N. Mem.	Retent.	Adjust.	Total					
B 02/26	2222222	1727492	First Name, Last	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50			5.50
	2222222		First Name, Last	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	LEV01			5.00
A 06/25	2222222	1697409	First Name, Last	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	LEV01			5.00
	2222222		First Name, Last	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50				5.50
B* 10/25	2222222	1474647	First Name, Last	1.00	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	1.50	LEV01			4.50
	2222222		First Name, Last	0.50	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	1.00	LEV01			5.00
A 09/25	2222222	1552662	First Name, Last	3.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.00	LEV03			3.00
A 10/25	2222222	1625813	First Name, Last	5.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.50	LEV03			0.50
F* 12/25	2222222		First Name, Last	0.00	0.00	1.00	0.00	1.00	0.00	1.00	0.00	1.00	1.00	LEV01	Yes		5.00
A 09/25	2222222	1770054	First Name, Last	2.50	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	3.00	LEV03			3.00
	2222222		First Name, Last	2.50	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	3.00	LEV03			3.00
	2222222		First Name, Last	2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.00	LEV01			4.00

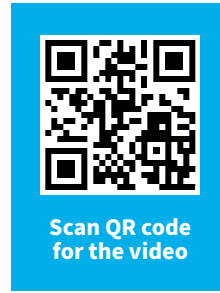
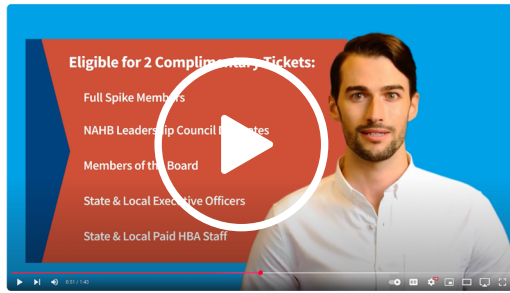
*** Members ***

Member Type & Anniv. Date	PIN	MSN	Name	Prior Year Total	Current Year Credits				Current Month Credits				Total Credits	Award Level	Spike Status Change	Spike Party 2026
					N. Mem.	Retent.	Adjust.	Total	N. Mem.	Retent.	Adjust.	Total				
A 10/25	2222222	1515934	First Name, Last	12.75	0.00	0.50	0.00	0.50	0.00	0.50	0.00	0.50	13.25	LEV10		No
A 02/26	2222222	1637128	First Name, Last	14.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.50	LEV10		No
A 06/25	2222222	1467396	First Name, Last	6.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.00	LEV06		No
A 11/25	2222222	1671611	First Name, Last	7.00	1.00	0.00	0.00	1.00	1.00	0.00	0.00	1.00	8.00	LEV06		Yes
A 02/26	2222222	1528516	First Name, Last	7.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.00	LEV06		No
A 11/25	2222222	1270221	First Name, Last	11.00	0.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	11.50	LEV10		No
A 07/25	2222222	1507331	First Name, Last	9.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.00	LEV06		No
F 06/25	2222222	1544419	First Name, Last	13.00	0.00	0.50	0.00	0.50	0.00	0.50	0.00	0.50	13.50	LEV10		No
B 10/25	2222222	1515773	First Name, Last	17.50	0.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00	18.50	LEV16		No
F 12/25	2222222	1719164	First Name, Last	6.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.00	LEV06		No
A 06/25	2222222	1697537	First Name, Last	16.00	0.00	1.00	0.00	1.00	0.00	0.00	0.00	0.00	17.00	LEV16		No
F 12/25	2222222	1594585	First Name, Last	23.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23.75	LEV16		No
A 02/26	2222222	874797	First Name, Last	6.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.00	LEV06		No

* - Indicates the individual holds multiple memberships or memberships outside this Local. Member Type and Anniversary Date shown may differ from your Local information.



Spike Club Perks



Spike Club Perks & Awards

In addition to the awards displayed in the chart above, All-Time Big Spikes earn additional Life Spike Lapel Pin Riders for each 100 members they recruit.

1600 Credits 1600d Pin Rider 1 Red Ruby	1700 Credits 1700d Pin Rider 2 Red Rubies	1800 Credits 1800d Pin Rider 3 Red Rubies	1900 Credits 1900d Pin Rider 4 Red Rubies	2000 Credits 2000d Pin Rider 5 Red rubies
2100 Credits 2100d Pin Rider 1 Blue Ruby	2200 Credits 2200d Pin Rider 2 Blue Rubies	2300 Credits 2300d Pin Rider 3 Blue Rubies	2400 Credits 2400d Pin Rider 4 Blue Rubies	2500 Credits 2500d Pin Rider 5 Blue Rubies
2600 Credits 2600d Pin Rider 1 White Ruby	2700 Credits 2700d Pin Rider 2 White Rubies	2800 Credits 2800d Pin Rider 3 White Rubies	2900 Credits 2900d Pin Rider 4 White Rubies	3000 Credits 3000d Pin Rider 5 White Rubies

Closing Concert Tickets

Spikes who have recruited at least one new builder and/or associate member during the Spike Year receive two complimentary tickets to the IBS Closing Concert.

In addition, Spikes who recruited at least five new Builder and/or Associate members receive an invitation to the Spike VIP section at the concert, where they can enjoy complimentary food and drinks.

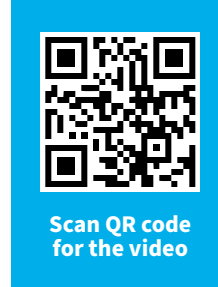
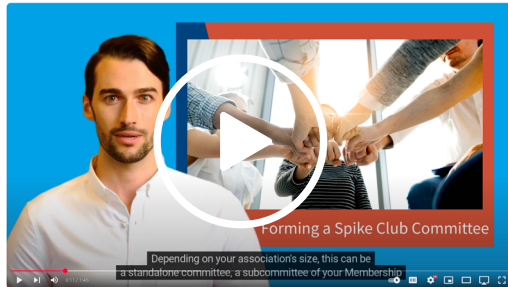
All eligible persons will receive two tickets to the Concert, even if they meet multiple eligibility criteria. (Example: A NAHB Director who also qualifies as a Spike will receive two tickets).

Eligible Spikes will be notified by postcard before IBS. Tickets are available by pickup up onsite at IBS at the Spike Ticket Counter.



Implementing a Local Spike Club

The Benefits of a Local Spike Club



Promoting Spike Credits and creating a local Spike Club Recognition Program can have many benefits.

Increased Membership: The Spike Club encourages an ongoing recruitment and retention strategy, which will result in increased membership and ensure the stability and lifeblood of your association.

Increased Income: Bringing in new members will increase the dues income of your association, allowing for the opportunity to enhance association services. Also, the increase in loyal, active members will ensure a continued revenue stream beyond dues as member's involvement in HBA activities increases.

Recognition/Respect/Visibility: Holding Spike Club "VIP" events and recognizing Spikes for their accomplishments through publications and award programs puts them in the spotlight, ultimately creating respect from peers and the association.

Members' Contribution to the Association: With each new member recruited or each member retained, Spikes can be proud knowing that they have made a valuable and measurable contribution to their association, and that they are an essential part of the membership team.

Networking Opportunities: Special Spike Club events and competitions offer Spike Club members a wide range of networking opportunities with both prospects and members, ultimately improving business opportunities and maintaining involvement within their local associations.

Member Involvement: The Spike Club encourages member involvement by providing recognition and networking opportunities for members in exchange for membership efforts. Fulfilling these needs creates more committed and productive members, thereby increasing their retention and at the same time, fulfilling the needs of the association. The Spike Club also offers a unique way to involve new members from the beginning which, in turn, will encourage their first-year renewal.

Awareness and Use of Association Benefits: Through their recruitment efforts, Spike Club members serve as the “messengers” of your association. They assist the association in educating potential members on the availability and value of products and services, while also sending the same message to current members.

Representation of the Industry: Increased membership equals greater industry representation on local, state, and national levels. Such representation strengthens your grassroots efforts designed to influence lawmakers on issues affecting the home-building industry.

If one or more of these benefits hits home, it is time to create a local Spike Club or enhance your existing one.

Motivating and Recognizing Your Spikes

When we survey our Spike members, the overwhelming majority say the best way to motivate them is to say “thank you” through recognition efforts. During nationally recognized Spike Appreciation Month (November) and throughout the year, you can recognize your Spikes at general membership meetings, through special Spike Club events, in publications and with special awards.

You can get recognition ideas by visiting the **5 Ways to Recognize Spikes Document**.

If you would like to order additional recognition items, visit the **Marketing Materials store** [here](#).

Contact Information

If you would like to talk to a staff member about the Spike Club program, please reach out to **Topher McLarty** at **cmclarty@nahb.org** or give him a call at **202.266.8246**.

You can find additional EO and staff resources **here**.



Spike Club