

National Association of Home Builders

Spike Club Guide

Revised Spring 2013
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NAHB Spike Club

Spike Club Guide

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About this Manual

This Spike Manual 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 manual 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.

Included with this manual is an Appendix. It contains examples of the sample correspondence letters your association can use to promote the Spike Club, reports you receive monthly, and a glossary of terms.

This manual has been created in conjunction with the Web Membership System (WMS) and the Membership Accounting Manual. This manual will refer to both of those manuals when appropriate; however 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 manual, can be found by logging into <http://wms.nahb.org> as well as <http://wms.nahb.org/help>.

A good resource for general Spike Club information can be found at nahb.org/SpikeClub.

Introduction

Membership development is vital to the future of any association. The continuous influx of new members and the retention of current members are critical for maintaining NAHB's powerful voice in the homebuilding industry.

Your membership is one of the most valuable resources for building your association. Just as a nail in the home building industry is essential to the development and strength of a building, volunteers who recruit and retain members play a vital role in the growth, development and stability of an association - they are our "Membership Champions." It is important to recognize these membership champions. Recognition encourages them and others to continue their efforts, which in turn, further strengthens the association.

Back in 1953, in an effort to recognize and reward dedicated members who worked to recruit, involve and retain members, the NAHB Spike Club was created. Over the years, the number of Spike Club members has grown to more than 16,600 — including Builder, Associate, Affiliate and Peer members.

The NAHB Spike Club is a tool to encourage your members' involvement in membership development. NAHB provides the overall structure, i.e., rules, awards and competitions, while local associations have the flexibility to develop and tailor the Spike Club to their own needs and goals. This guide is intended to help you put the Spike Club to use in your local association, reap the benefits, and achieve your membership goals.

Chapter 1: NAHB Spike Club Rules & Reporting Procedures

This chapter details the rules for assigning and reporting Spike Club credits for membership recruitment and retention.

This Chapter Covers

- The Spike Club Rules
- How to Achieve Spike and Life Spike status
- How to Report Spike credits to NAHB
- Common Spike Club Questions and Answers

What is the Spike Club?

The NAHB Spike Club is composed of all of the individual members and employees of members in local associations who have attained Spike status. It is a vehicle to recognize these members for their outstanding achievements in member recruitment and retention in their local home builders association.

Organizing and implementing a Spike Club on the local level will further encourage participation in membership development and other HBA activities. Additionally, it will motivate still more members to gain Spike status, so they too can enjoy the fun and prestige of participating in Spike Club activities.

This section explains the overall structure of the NAHB Spike Club program, including rules, procedures and award levels. NAHB leaves local associations some flexibility within the structure to tailor the Spike Club to their needs and goals. However, all local/state associations must follow the rules below.

Spike Club Rules

1. 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 Spike Party eligibility period runs from November 1-October 31.***

2. Spike credits have the following values: **0.5** for new council members, Affiliate memberships, and Builder and Associate renewal memberships; **1.0** for new Builder or Associate members.

If a member renews during his/her reinstatement period (31-120 days past due), then one full retention credit can be awarded to any Sponsor for that renewal.

Retention credit values are: **0.5** for council renewals, Affiliate renewals; **0.5** for Builder and Associate renewals.

3. Spike credits are earned by individuals only. Firms do not qualify for credits. Credits can be awarded to members, or to employees of members.
4. Spike credits cannot be transferred from one individual to another once assigned.
5. Individuals may not sponsor or earn Spike credits (new or renewal) for his or her own membership.
6. 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.

7. 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 in the Credit Adjustment Correction Form in WMS for up to one year after the credit was generated.
8. In order to be eligible to attend the annual NAHB Spike Party at the International Builders' Show, a Spike must have a minimum of six credits and must earn one new member recruitment credit between Nov 1-Oct 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 ½ credits received when new Affiliate or Council members are recruited.

Note: Spike Candidates are not eligible to attend the Spike party.

9. 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.
10. Individuals may earn Spike credits regardless of their own membership status.

All associations receive a Spike Club Roster on a monthly basis showing their current Spike Candidates and Spikes. Individuals reflected on the Spike Club 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 your association.

In cases where a Spike has multiple HBA memberships, Spike Club Roster information will always show that Spike's **highest** form of membership (Builder/Associate/Affiliate) and **oldest** anniversary date, to reflect consistent information for each member.

For more information on the Spike Club Roster see page 19.

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 amount of credits earned by an individual. (See page 26 of this manual to see the Spike Club Awards for each achievement level.) Spikes will move through three phases as they move up the Spike Club levels.

Spike Candidate (1 - 5.5 credits)

An individual is considered a Spike candidate when his/her first recruitment or retention credit has been earned.

Spike Member (6 credits)

To become a Spike, individuals must earn 6 credits.

Prior to September 2012, Spikes had to earn at least one new member credit per year to maintain Spike member status. Additionally, if his or her membership lapsed, the credits were revoked due to the Lapsed Membership Penalty Rule.

Beginning in September 2012, Spikes are no longer subject to that rule and will not lose their credits if they experience a period of non-recruiting or a change in their membership status.

Note: If a Spike has lost credits due to the Lapsed Member Penalty Rule, and had reached Life Spike status (25+ credits) before their membership became inactive, a Spike may request in writing to have previously earned credits reinstated. Requests should be sent to membershipaccounting@nahb.org.

There is currently no forfeiture rule, and no credit penalty for Spikes.

Life Spike (25 credits)

A Life Spike is a Spike member who has attained twenty five total credits. They are a "Spike for Life". A Life Spike whose membership lapses may reinstate his credits upon rejoining by submitting a written request to NAHB. Please see the Appendix for a list of Spike Club Contacts.

Additional Achievement Levels

Beyond the Life Spike level, Spikes can work to achieve the following levels each with its own special recognition:

Green Spike (50 credits)	Super Spike (250 credits)
Red Spike (100 credits)	Statesman Spike (500 credits)
Royal Spike (150 credits)	Grand Spike (1,000 credits)
All-Time Big Spike (1,500 credits)	

How Spike Credits Are Earned

New Builder or Associate Member Spike Credits

- Individuals earn one new member recruitment credit for each new Builder or Associate member they sponsor. Please see the glossary for a definition of Builder and Associate members.

Retention Spike Credits

- One retention credit is automatically assigned to the sponsor of record for all first-year renewals of Builder and Associate members provided that renewal occurs on or before the NAHB anniversary month.
- The sponsor of record is displayed on the NAHB Dues Payment Form at each renewal period unless changed by the HBA. The sponsor of record is also known as “sponsor.”
- Members earn one-half retention credit for securing the renewal of a Builder or Associate member renewing their second year and each year thereafter. Renewal must take place within the period of thirty days prior to their anniversary month to thirty days after the NAHB anniversary month.
- Spike retention credits are automatically assigned to the most recent sponsor of record unless the association specifies otherwise on the NAHB Dues Payment Report Form or in WMS.
- A sponsor can be identified at the time of renewal for any Builder or Associate member who does not have a sponsor listed. The sponsor may also be changed at the time of renewal by crossing out the original sponsor and entering the new sponsor’s name and PIN. If you would like to award an individual other than the original sponsor for securing a member’s renewal, cross off the name that appears on the sponsor line on the NAHB Dues Payment Form or in WMS and enter the new sponsor name and PIN next to it.

Affiliate Member Spike Credits

- Recruiters earn a 1/2 credit for recruiting an affiliate member and a 1/2 credit for their renewal.
- Affiliate Spike credits apply towards achieving and maintaining Spike status. They also count towards qualifying for the NAHB Spike Party.
- A sponsor can be identified at the time of renewal for any Affiliate member who does not have a sponsor listed. The sponsor may also be changed at the time of renewal by crossing out the original sponsor and entering the new sponsor’s name and PIN.

Council Credits

NAHB members may further define their membership experience by joining a Council, either through local Councils offered within their HBA or as an At-Large member at the national level.

- Recruiters earn a 1/2 credit for recruiting a new council member.
- An additional 1/2 retention credit is then earned for these council members' subsequent renewals.

The following NAHB Councils are included in the Spike Club.

- Building System Council
 - Multifamily Council
 - National Sales and Marketing Council
 - National Commercial Builders Council
 - 50+ Housing Council
 - NAHB Remodelers
 - Professional Women in Building
-
- Council membership and sponsor information should be reported on the Council Enrollment Form. If no council sponsor is identified at the time the new member is reported, it will result in the forfeiture of credits. Once these credits are forfeited they cannot be reclaimed. Council memberships will be processed in upcoming versions of WMS in the near future.
 - A sponsor can be identified at the time of renewal for any Council member who does not have a sponsor listed. The sponsor may also be changed at the time of renewal by crossing out the original sponsor and entering the new sponsor's name and PIN.
 - Council Spike credits apply towards achieving and maintaining Spike status. Council Spike credits also count towards qualifying for the NAHB Spike Party.

*In addition to the Spike Club credits awarded for Professional Women In Building's Council recruiting and retention, the PWB Council also has its own separate program known as the Professional Women In Building Council Spike Club (formerly called the Spikette Club). For more information contact (800) 368-5242 ext. 8433.

Options for Assigning Unused Spike Credits

After all new member credits have been assigned to the appropriate sponsor and the NAHB Dues Payment Report is reviewed for renewals with unassigned or inactive sponsors, your association may have leftover Spike credits. These 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 the Credit Adjustment Request Form in WMS.

The following are situations which may result in available 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 the NAHB 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.

Suggested Rewards for Unused Credits

Rather than forfeit credits in these situations, your association can develop guidelines for deciding who should receive unused credits. These Spike credits can be used to reward outstanding membership development efforts including recruitment, encouraging renewals, involving members and keeping volunteers motivated. Your association may consider rewarding members for tasks such as those suggested below. Please note these are suggestions only. Your association may award credits for other tasks, or in different amounts.

For information on assigning unused Spike credits please see “Completing the Dues Payment Report” on page 15.

Task	Credits Earned
Membership Planning	
Develop an annual membership plan	1 credit
Organize a Spike recognition program	1/2 credit
Organize/promote a membership drive	1 credit
Organize a membership training seminar	1 credit
Involvement	
Compile a list of prospective members	1 credit per 10 prospects
Organize/assist with new member orientations	1/2 credit per orientation
Serve as greeter for new members at meetings	1/2 credit per meeting
Contact new members during the first six weeks of membership and first year renewals before their anniversary date	1 credit per 4 contacts
Contact and invite volunteers to participate in membership activities or to join association committees	1/2 credit per volunteer
Participate in one-day membership recruitment phone-a-thon	1/2 credit per member
Services	
Develop and conduct a membership satisfaction survey	1 credit per 5 surveys
Organize and serve on a services task force to review and develop services	1 credit
Coach other members to new Spike levels	1/2 credit per member

Frequently Asked Questions & Answers on the NAHB Spike Club

Q: How is Spike status achieved?

A: To become a Spike, you must earn six Spike credits.

Q: Can the first six credits needed to achieve Spike status include retention credits and a combination of new member credits (Builder, Associate, Affiliate, and Council)?

A: Yes.

Q: What awards are earned for attaining each Spike level?

A: Spike Club awards are earned beginning with six credits and at designated levels at 25, 50, 75, 100 and upward until All-Time Big Spike level is achieved at 1,500 credits. The awards earned at each new level are outlined on page 28 of this guide. You can also visit nahb.org/spikeclub to see pictures of some of the awards and for more information.

Q: Can Spike credits be reinstated if NAHB membership has lapsed?

A: Prior to September 2012, if his or her membership lapsed, Spikes' credits were revoked due to the Lapsed Membership Penalty Rule.

Beginning in September 2012, Spikes are no longer subject to that rule and will not lose their credits if they experience a period of non-recruiting or a change in their membership status.

Spike credits can be reinstated only if the Spike requesting reinstated credits was a Life Spike with 25 credits or more before the rule was applied. Life Spike credits are reinstated only upon written request to NAHB. For a list of Membership and NAHB Spike Club contacts refer to the appendix.

Q: Can a member receive Spike credits for sponsoring themselves?

A: No. An individual may not receive a Spike credit, whether new or renewal, for his/her own membership. An individual, however, can receive affiliate credits for recruiting or retaining affiliate members within his/her own company.

Q: Can a company receive credits in the Spike program?

A: No. Firms do not qualify to receive Spike credits, credits are only awarded to individuals. Credits can be awarded to members, or to employees of members.

Q: Can an Executive Officer receive Spike credits?

A: Executive Officers may receive Spike credits only if he/she is a NAHB member or

he/she is listed as an employee of a member.

Q: Can a Spike's credits be transferred between individuals?

A: Once Spike credits are assigned to an individual, Spike credits cannot be transferred from one individual to another.

Q: If a Spike changes companies or if they join a different local association how can a Spike request their credits to be transferred?

A: A written request to the NAHB Spike Club must be submitted by a Spike member or by their HBA in order to transfer their credits. For a list of the Spike Club contacts see the Appendix.

Q: Can Spike credits be earned under two different PIN's for the same individual?

A: An individual may be a member of more than one local association and can participate in the retention and recruitment of members in each association. ***However, members are encouraged to track their credits in the association of their choice under one PIN.*** The Spike will appear on the Spike Roster of each local association to which they recruit new members. Spike Awards will be sent to the association that holds the oldest membership record for the Spike. To combine PIN, or designate a Home Base Local for a member, contact the Membership Accounting Department. For a list of the Spike Club contacts see the Appendix.

Q: Can a Spike recruit and retain members in an HBA of which they are not a member?

A: Yes, a Spike can recruit and retain members in any HBA, whether or not they are a member of that local association. However all of their credits are encouraged to be totaled in one local association for ease of tracking and recognition. The Spike Roster has a section which reflects this information if applicable to your HBA.

Q: What causes Spikes to lose credits?

A: Spikes may have lost credits for one of the reasons listed below:

Spikes continue to be eligible to earn credits irrespective of their membership status. It is at the discretion of the local how, if at all, to recognize credit achievement of lapsed members.

- Their name and member number were not listed in the sponsor line on the Dues Payment Report or within WMS.
- The time constraint in which one must achieve Spike status has been eliminated.
- The one credit per year requirement in order to maintain previously earned credits rule has also been eliminated.

Q: Why didn't a Spike receive one-half retention credit for the member they originally sponsored for each renewal year past their first year renewal?

A: Spike renewal credits are automatically assigned to the most recent sponsor of record unless the local association specifies otherwise. Therefore, if last year a local association awarded a new individual the retention credit for securing the member's renewal, that new sponsor of record will receive credits in subsequent years unless the local association once again changes the sponsor information. Please see the glossary for a definition of a sponsor of record.

Q: How will we know when our Spikes have achieved a new level?

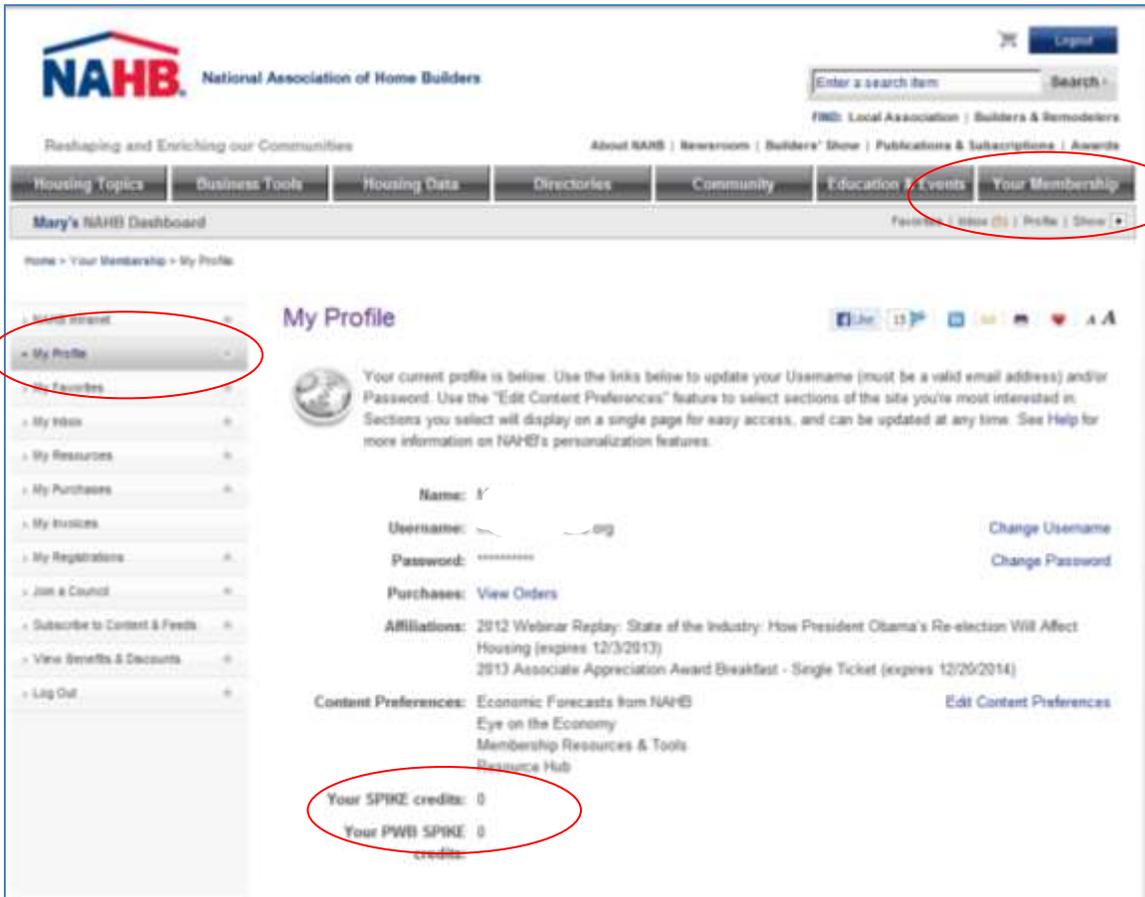
A: The Status Change column on the Spike Roster will indicate with a "yes" if a Spike has reached a new award level in that particular month. These awards are then automatically sent from NAHB to the Executive Officer/Elected Secretary of your association on a monthly basis along with a memo explaining which Spikes achieved a new level.

Q: How does a Spike qualify to receive a ticket to the NAHB Spike Club Party & Directors' Reception held at the International Builders' Show?

A: The purpose of the NAHB Spike Party is to reward *active recruiters*. In order to be eligible, Spikes must have a minimum of six credits and must earn one new member recruitment credit between November 1 and 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 ½ credits received when new Affiliate or Council members are recruited. NAHB Directors and Executive Officers also qualify for tickets. Each eligible person receives two tickets, regardless of how many categories under which they qualify.

Q: How can a Spike find out his or her total credit information?

A: Spikes can check their current credit total by going to the “Your Membership” section of nahb.org and clicking on “My Profile.” *You must be logged in for this information to appear.



Spike Sponsor Information

To report new member Spike credits, enter the sponsor's PIN in the "Sponsor Information" section of the NAHB New Member Form. See the Appendix for example of the NAHB Member form.

If the sponsor does not have a PIN, or if the PIN is unknown, complete the information in the box in the bottom right hand corner of the reporting form. Include the sponsor's local number, first and last name and company name. A PIN will be assigned and appear on future Spike Club Rosters.

Spike Club credits cannot be awarded and could be forfeited if sponsor information is not completed.

Reports and payment must be completed and received by NAHB on or before the last business day of the month in order to be recorded for that month. All membership deadlines are detailed in the Membership Accounting Manual.

A supply of forms is sent to each association every other month with the membership reports if the HBA is not using the Web Membership System. More forms may be requested by contacting Membership Records, (800) 368-5242 ext. 8546.

Completing the Dues Payment Report

Both first-year renewal credits and retention credits for members renewing after their first year are assigned based on information provided on the NAHB Dues Payment Report. The listing reflects all member renewals within a six month period. See the Appendix for example of the Dues Payment Report.

Membership Renewals or Cancellations

Please refer to the Membership Accounting Manual for instructions on renewing or canceling a member. See the Appendix for example of the NAHB Member form.

Spike Retention Credit Information

In case of a first-year member renewal, one credit will be awarded to the original sponsor whose name will automatically appear on the far right hand side of the form. No reporting action from the association is necessary.

If there was not an original sponsor or the original sponsor is no longer a member, there will be no name listed under Spike sponsor. You may award the credit by entering the local number and sponsor's PIN in the boxes on the right hand side of the report. Also write in the name of the sponsor who is receiving the credit.

If the local association would like to award the retention credit to someone other than the original sponsor, simply cross out the original sponsor information on the NAHB Dues Payment Report and write in the name and PIN of the new sponsor.

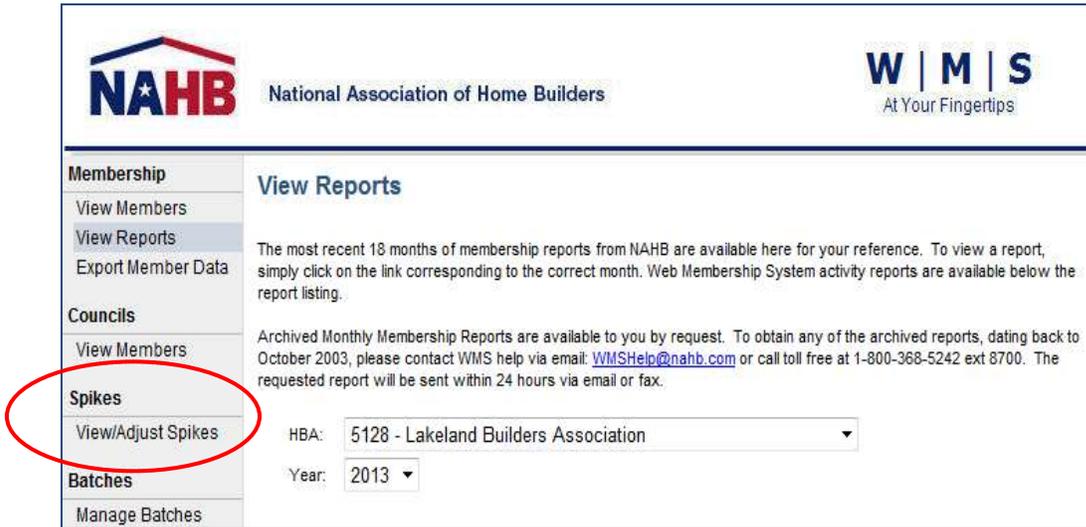
Other information

The Dues Payment Report is sent to each association on a monthly basis and must be completed and received by NAHB on or before the last business day of the month in order to be recorded for that month.

Questions regarding the NAHB Dues Payment Report should be directed to Membership Accounting at (800) 368-5242 ext. 8546.

NAHB Spike Credit Adjustment Request

HBA staff can request adjustments to Spike credits for members. The form can be accessed through WMS by going to “View/Adjust Spike Credits” from the WMS home screen.



The screenshot shows the WMS interface with the 'Spikes' menu item circled in red. Below the menu, there are dropdown menus for 'HBA: 5128 - Lakeland Builders Association' and 'Year: 2013'.

Spikes who are members of your association will appear along with their current credit total. To request an adjustment, simply click on their PIN and fill out the form on the next screen.



The screenshot shows the 'Spike Adjustment Request' form. It includes fields for HBA, Batch, Person ID (PIN), Address, Spike Name, and Company. It also shows a calculation for Current Credits (70.00), Additional Credits (2), and New Credit Total (72). A text area for 'Reason' is present.

Credit adjustment request will be batched and sent to NAHB with the monthly WMS processing. After review, if the adjustment is approved, the new credit total will appear

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on the following month's Spike Roster. There is a column on the Spike Club Roster to show Credit Adjustments that have been approved through WMS.

Summary			Batch History				
Transaction Type	Qty	Estimated Cost	Date	Status	User		
Cancellation	0	\$0.00	5/13/2013	Un-submitted	[Redacted]		
Company Information Change	0	\$0.00					
Contact Information Change	0	\$0.00					
HBA Information Change	0	\$0.00					
Leadership Change	0	\$0.00					
Member Type Change	0	\$0.00					
New Contact	0	\$0.00					
New Member	0	\$0.00					
New Spike	0	\$0.00					
Renewal	0	\$0.00					
Spike Adjustment Request	3	\$0.00					
Totals:	3	\$0.00					
Transactions in this Batch							
<input type="checkbox"/>	Trx ID	Transaction Type ↓	MSN	Company Name	Contact Name	Member Type	Estimated Price
<input type="checkbox"/>	3327528	Spike Adjustment Request	0	[Redacted]	[Redacted]	Builder	\$0.00
<input type="checkbox"/>	3327531	Spike Adjustment Request	0	[Redacted]	[Redacted]	Builder	\$0.00
<input type="checkbox"/>	3327533	Spike Adjustment Request	0	[Redacted]	[Redacted]	Builder	\$0.00

Contact the Spike Club with questions. See Appendix for a listing of NAHB contacts.

How to Read Your Monthly NAHB Spike Club Roster

The Spike Club Roster provides information essential to managing and tracking your members' Spike credits. The purpose of the Spike Club Roster is to keep your association's leadership up-to-date on the Spike credits assigned to recruiters of your HBA on a monthly basis.

The report is sorted first by the Spike status of your members and then alphabetically by last name.

There are three levels of Spike status: Candidates, Members, and Life Members:

- A Spike Candidate is an individual NAHB member or employee of a member who has earned between one and five and one-half credits.
- A Spike Member is an individual NAHB member or employee of a member who has earned at least six Spike credits. A Spike will maintain Spike Member status between 6-24.5 credits.
- A Life Member is a Spike Member who has earned 25 credits overall. Once a Life Member, they will always be a Spike member.

On the next page a sample of the Spike roster is shown.

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Spike Club Roster

For the Month Ending - June 30, 2013
Local: 1036 Tampa Bay BA

*** Candidates ***

Member Type & Anniv. Date	PIN	MSN	Name	Current Year Credits			Current Month Credits			Total Credits	Award Level	Spike Status Change	Credits To Qualify
				N. Mem.	Reten.	Adjust.	Total	N. Mem.	Reten.				
A 08/13	1458877	25944	Dean Azevedo	0.00	0.00	0.00	0.00	0.00	0.00	0.50		5.50	
B 04/14	1501393	1282323	Mike Bartoletta	1.00	0.00	0.00	1.00	0.00	0.00	1.00	LEV01	5.00	
	40504		Mike Bartoletta	0.00	2.00	0.00	2.00	1.00	0.00	2.00	LEV01	4.00	
	1228822		Robert Bergeron	0.00	0.50	0.00	0.50	0.00	0.00	0.50		5.50	
A 12/13	1414533	1239428	Robert Bergeron	0.00	0.00	0.00	0.00	0.00	0.00	2.00	LEV01	4.00	
A 09/13	475123	257450	John Bews	0.50	0.00	0.00	0.50	0.00	0.00	0.50		5.50	
	832152		Dan Bicz	0.00	1.50	0.00	1.50	0.00	0.00	1.50	LEV01	4.50	
	38154		Mike Boyce	0.00	0.50	0.00	0.50	0.50	0.00	0.50		5.50	
A* 09/13	166617		John Brown	0.00	0.00	0.00	0.00	0.00	0.00	2.00	LEV01	4.00	
A 09/13	1333316	1298894	Dan Burton	0.00	0.00	0.00	0.00	0.00	0.00	1.00	LEV01	5.00	
B 12/13	782177	863430	Chris Campbell	0.00	0.50	0.00	0.50	0.00	0.00	2.00	LEV01	4.00	
B 04/14	1557230	1315653	Michelle Campbell	4.00	0.00	0.00	4.00	0.00	0.00	4.00	LEV03	2.00	
	1001895		Amy Castelli	0.00	0.50	0.00	0.50	0.00	0.00	0.50		5.50	
	556135		John Cordell	0.00	0.00	0.00	0.00	0.00	0.00	1.50	LEV01	4.50	
	1088386		James Craig	0.00	0.50	0.00	0.50	0.00	0.00	2.50	LEV01	3.50	
	982857		Delton Cunningham	0.00	0.00	0.00	0.00	0.00	0.00	1.00	LEV01	5.00	
	861280		Michael Daniels	0.00	0.50	0.00	0.50	0.00	0.00	0.50		5.50	
A 10/13	1520861	1298670	Courtney Davis	1.00	0.00	0.00	1.00	0.00	0.00	1.00	LEV01	5.00	
A 05/14	1503895	1285188	Suzanne Delaney	0.50	0.00	0.00	0.50	0.00	0.00	0.50		5.50	
A 09/13	1461120	1284488	Ron Donaldson	1.50	0.00	0.00	1.50	0.00	0.00	1.50	LEV01	4.50	
A 07/13	40616	25678	Marilyn Downing	0.00	0.00	0.00	0.00	0.00	0.00	4.00	LEV03	2.00	
B 07/13	568721	335370	Steve Ebersberger	0.00	0.00	0.00	0.00	0.00	0.00	2.25	LEV01	3.75	
A* 12/13	1261969		Keith Emmer	1.00	0.00	0.00	1.00	0.00	0.00	1.00	LEV01	5.00	
A* 06/14	1062269	1322672	Kevin Ford	1.50	0.00	0.00	1.50	0.00	0.00	3.00	LEV03	3.00	
	1156713		Jason Frost	0.00	0.00	0.00	0.00	0.00	0.00	1.50	LEV01	4.50	
	849396		Michael Garmendia	0.00	0.50	0.00	0.50	0.00	0.00	0.50		5.50	
	978078		Jesse Green	0.00	0.50	0.00	0.50	0.00	0.00	0.50		5.50	
B 12/13	801924	265685	Rick Harcrow	0.00	0.50	0.00	0.50	0.00	0.00	1.50	LEV01	4.50	

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

Fields in the Spike Club Roster Report

Member Type & Anniv. Date	<p>Member type of the membership. B is for Builder, A is for Associate. The Spike’s highest level of membership will be displayed, even if that member type is within another local.</p> <p>When this column is blank, the individual is not a dues paying member, but is an employee of a member.</p> <p>The latest anniversary date for the Sponsor’s membership will be shown in all rosters where the Spike has recruited members.</p>
PIN (Person Identification Number)	<p>The PIN is NAHB’s unique identifier of each person in the database. A unique number is assigned to every individual person added whether they are the Primary Member of Record or an employee of a Company in the database.</p>
MSN	<p>Member Subscription Number, an NAHB identifier for an NAHB membership. Some members belong to multiple HBAs, therefore they have a unique MSN for each HBA. Note: While a member may have multiple MSNs, they will only have one PIN.</p>
Prior Year Total	<p>Accumulated credits for a sponsor of all prior years.</p>
Current Year Credits:	
N.Mem.	<p>Total credits this membership has earned in this calendar year for new member recruitment, including new council recruitment.</p>
Reten.	<p>Total number of retention credits for the year, including council retention.</p>
Adjust.	<p>Total number of credits from adjustment requests for the year.</p>
Total	<p>Cumulative total of previous three columns.</p>
Current Month Credits:	
N. Mem.	<p>Total number of credits that a sponsor has collected in the particular month, including council recruitment.</p>
Reten.	<p>Total number of retention credits for the month, including council retention.</p>
Adjust.	<p>Total number of credits from adjustment request for the month.</p>
Total Credits	<p>Total number of credits to date that a sponsor has received.</p>
Cur Award Level	<p>Levels of Spike membership. The levels are based on the amount of credits the sponsor has earned.</p>
Spike Status Change	<p>This Yes/No field indicates if the sponsor has risen in Award Level.</p>

Spike Party [Year] Yes/No field which identifies Spikes that have qualified for tickets to the annual IBS Spike & Directors' Party.

How to Read the Spike Club Roster

The Spike Club Roster is updated each month to reflect any changes to sponsor information submitted on the Dues Payment Report. Read below to further understand how to read the information in your Spike Club Roster.

The Spike Club Roster is divided into four main sections – Candidates, Members, Life Members and Other Credits Earned in Your Association.

Candidates

This section includes all members or employees of members who have not yet earned 6 credits. There is one column heading which 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. It is calculated by subtracting 6 from their Total Crs To-Date. If a Spike Candidate has 1 Total Crs To-Date, their Crs to Qualify would be 5.

Members

This section includes all members or employees of members who have reached Spike status. There are some column headings which are particular to the Members section.

Spike Party – This column indicates whether or not a Spike has earned tickets to the Spike Party & Directors' Reception. A "Yes" indicates that they have earned tickets; a "No" indicates that they have not. ***This column is included only in the Members and Life Members sections.*** The eligibility period is November 1 – October 31st of each year. The information in this column will not change after October 31 as November and December credits do not apply to Spike Party eligibility. In January, this information will be cleared as the new eligibility period begins.

Award Level – This column indicates the most recent award level a Spike or Life Spike has achieved. The credit level listed can be matched to the Spike Club Award levels on page 26 or at nahb.org/spikeclub. ***This column is included in the Members and Life Members sections.***

Spike Status Change – This column represents when a Spike or Life Spike has reached a new Spike Award level. This is indicated with a "Yes" in this column. This notifies you that the Spike is due to receive awards which will be issued by NAHB. More information on how Spike Club awards are issued is found on page 27. ***This column is included in the Members and Life Members sections.***

The Spike Club Roster will reflect any Spikes who may or may not be members of your local association but have earned credits in your local association. Spikes can recruit and retain members in any local association and their total credits will be reflected on each Spike roster of associations where they have earned credits. The Spike Awards for earning new levels of achievement are sent to the local association that holds the Spike's oldest membership. Spikes who have memberships in or recruit to multiple HBAs are indicated with an asterisk on the Roster report.

Spikes Earning Council Credits

If your HBA has a council, the Spike Roster will include council credits in the New Member and Retention columns.

Roster Reports (Spike Roster and Sponsor Roster)

Both of these roster reports will show each Spike's latest membership anniversary date and highest level of membership. This method of reporting ensures that Spikes' information will appear consistently even if he or she shows up on multiple HBA's reports.

Frequently Asked Questions & Answers about the Spike Club Roster

Q: What do the B's and A's mean on the left hand side of the Spike Club Roster?

A: These letters indicate the Member type of the Spike Candidates, Spikes and Life Spikes on the Spike Club Roster. B's indicate Builder members and A's indicate Associate members. A blank indicates an Affiliate member.

Q: Why do some Spike Candidates, Spikes and Life Spikes have no letter "B" or "A" next to their name?

A: The Spike Candidates, Spikes and Life Spikes with no letters next to their names are employees of members and are not individual dues paying members. They can fully participate in the Spike Club and receive Spike Club awards.

Q: What does MSN stand for?

A: MSN stands for Membership Subscription Number. Each dues paying member will have an MSN. Spike Candidates, Spikes and Life spikes with no MSN are employees of members and are not individual dues paying members.

Q: Why do some Spike Candidates, Spikes and Life Spikes have no MSN number?

A: The Spike Candidates, Spikes and Life spikes with no MSN (Membership Subscription Number) are employees of members and are not individual paying dues members.

Q: Why don't local associations receive awards for LEV10 and LEV16 even though the Spike Status Change column indicates with a "Yes" when Spikes reach these levels?

A: NAHB no longer provides awards for the Level 10 or Level 16 achievement levels in the Spike Club program.

Chapter 2: Spike Club Awards

The Spike Club program offers incentives at various levels of achievement.

This Chapter Covers

- The Spike Club levels and awards
- NAHB Special Events

Spike Club Awards

The Spike Club awards for each achievement level are indicated below:

Spike Candidate	Blue Spike	Life Spike
<p>1-5.5 Credits Recognition at local level</p>	<p>6 Credits Silver Spike Lapel Pin Spike Member Pin Rider Spike Certificate</p>	<p>25 Credits Gold Life Spike Lapel Pin 25d Life Spike Pin Rider</p>
Green Spike	Red Spike	Royal Spike
<p>50 Credits 50d Lapel Pin Rider</p> <p>75 Credits 75d Lapel Pin Rider</p>	<p>100 Credits 100d Lapel Pin Rider</p>	<p>150 Credits 150d Lapel Pin Rider</p> <p>200 Credits 200d Pin Rider</p>
Super Spike	Statesman Spike	Grand Spike
<p>250 Credits 250d Pin Rider</p> <p>300 Credits 300d Pin Rider</p> <p>400 Credits 400d Pin Rider</p>	<p>500 Credits 500d Pin Rider</p> <p>750 Credits 750d Pin Rider</p>	<p>1000 Credits 1000d Pin Rider</p>
		All-Time Big Spike
		<p>1500 Credits 1500d Pin Rider</p>

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Once Spikes have reached All-Time Big Spike status, their recruiting efforts are further acknowledged with additional Life Spike Lapel Pin Riders for each 100 new members recruited.

All-Time Big Spike	All-Time Big Spike	All-Time Big Spike
1600 credits 1600d Pin Rider 1 Red Ruby	1700 credits 1700d Pin Rider 2 Red Rubies	1800 credits 1800d Pin Rider 3 Red Rubies
All-Time Big Spike	All-Time Big Spike	All-Time Big Spike
1900 credits 1900d Pin Rider 4 Red Rubies	2000 credits 2000d Pin Rider 5 Red Rubies	2100 credits 2100d Pin Rider 1 Blue Ruby
All-Time Big Spike	All-Time Big Spike	All-Time Big Spike
2200 credits 2200d Pin Rider 2 Blue Rubies	2300 credits 2300d Pin Rider 3 Blue Rubies	2400 credits 2400d Pin Rider 4 Blue Rubies
All-Time Big Spike	All-Time Big Spike	All-Time Big Spike
2500 credits 2500d Pin Rider 5 Blue Rubies	2600 credits 2600d Pin Rider 1 White Ruby	2700 credits 2700d Pin Rider 2 White Rubies
All-Time Big Spike	All-Time Big Spike	All-Time Big Spike
2800 credits 2800d Pin Rider 3 White Rubies	2900 credits 2900d Pin Rider 4 White Rubies	3000 credits 3000d Pin Rider 5 White Rubies

How Spike Awards Are Processed

If a member of your association has reached a new Spike level, NAHB will send an award memo to the association's Executive Officer. The name of the individual(s) and their award is clearly indicated on each memo. (Refer to "How to read your Spike Awards Memo" on page 32). 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. To view the Spike Awards visit nahb.org/materialsordering and search "Spike."

What is included in your Spike Awards Memo Package?

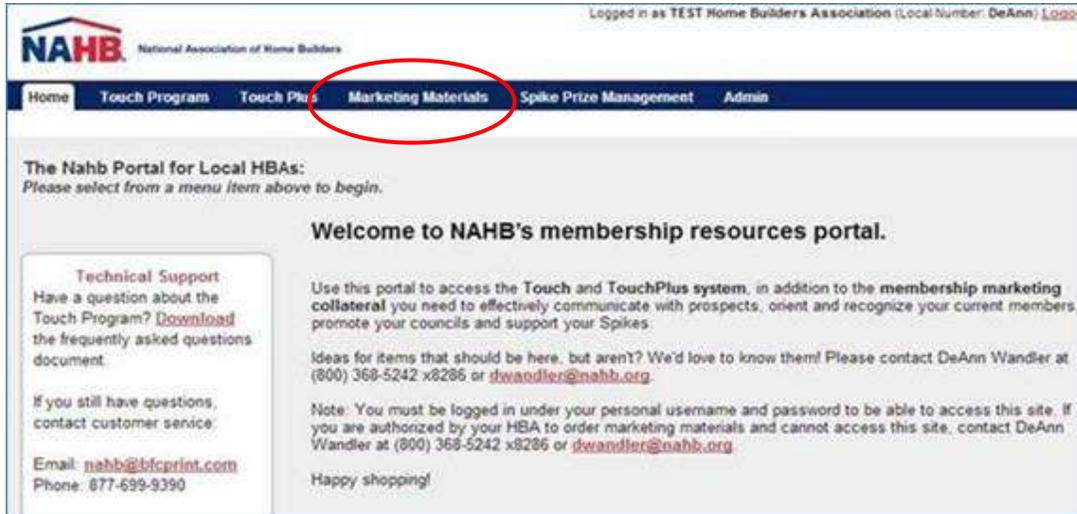
Spike pins and Spike Certificates will automatically come inside your awards memo packets. Note that there are no longer awards given at the 10d and 16d levels.

Can replacement or additional Spike Award Level pins be ordered?

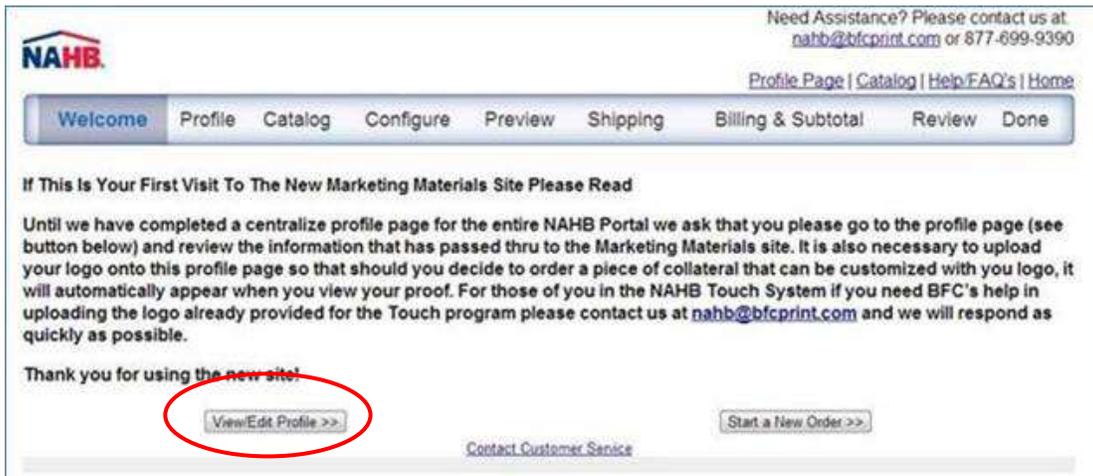
Replacement pins for Spike award levels may be purchased using the online ordering system available at nahb.org/materialsordering. See the next page for step by step instructions. For logon assistance, contact the Spike Club at 800-368-5242 x8337.

Ordering Spike Merchandise from the Marketing Materials Portal

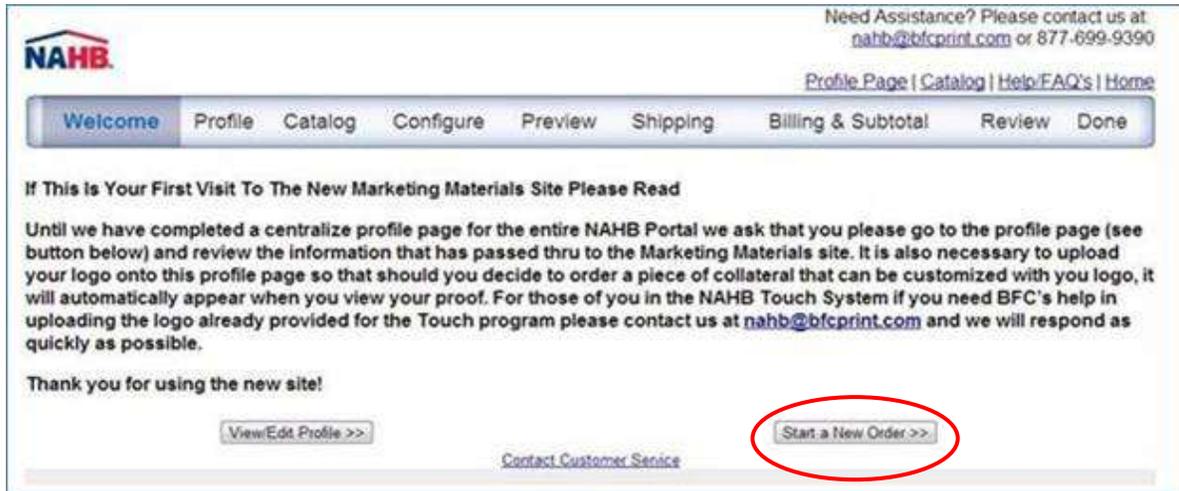
- 1) Go to nahb.org/materialsordering and click **MEMBERSHIP MATERIALS ORDERING ONLINE** to access the ordering site. In most cases, login credentials will be your association number as your username and “nahb” as your password.
- 2) After entering the ordering portal, click the **“Marketing Materials”** tab.



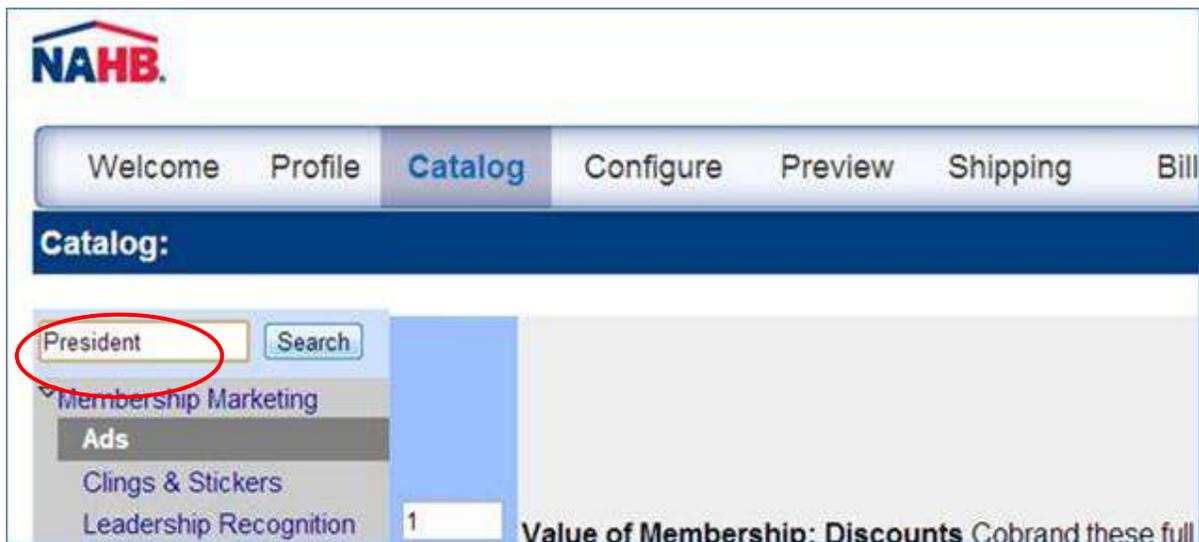
- 3) A brief user profile will need to be created.



- 4) Upon completion, select “start a new order.”



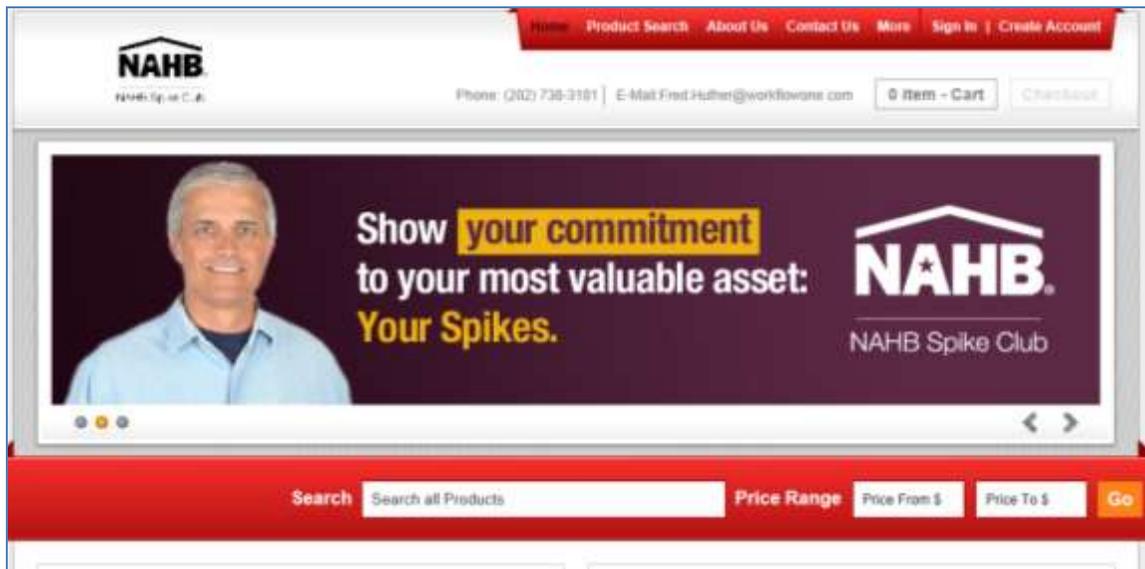
- 5) Type “Spike” in the search box, or click the text that reads “Spike Club.” Pin options are available and can be added to your shopping cart for check out.



Ordering Additional Spike Merchandise

In addition, awards to recognize and encourage Spikes to continue recruiting are available through the self-service prize ordering portal for non-stocked Spike related merchandise at nahb.espwebsite.com. There you can find

- Spike Club Prize Options
- Product of the Month
- Spike specific content



How to Read Your Spike Awards Memo

Below, an example of the first page of the Spike Awards Memo is shown. The following pages of this manual will explain how to read the Spike Awards Memo.

	National Association of Home Builders 1201 15th Street, NW Washington, DC 20005-2800 T (800) 368-5242 F (202) 266-8200 www.nahb.org
SPIKE CLUB MEMORANDUM	Date: 4/2/2013
TO:	1848 HBA of Louisville Charles Kavanaugh 1000 N Hurstbourne Pkwy Louisville, KY 402234013
FROM:	The NAHB Spike Club
SUBJECT:	Spike Recognition
Please accept the enclosed recognition items for your members who have advanced in the Spike Club during the month ending 11/30/2012.	
Upon receipt, please check to ensure we have the correct spelling on any certificates. In the event you need to request a correction to the certificate, you can do so quickly and easily through the Data and Prize Correction Form online at www.nahb.org/materialsordering , where you may also order other membership materials including additional Spike certificates, branded Spike merchandise, brochures, leadership recognition items and more.	
As a quick reminder, any changes to member information via the materials ordering portal will not reflect in WMS and therefore will not result in a permanent adjustment to the member record, please be sure to make the appropriate change via WMS (https://wms.nahb.org).	
Should you have any questions related to the materials ordering portal, please contact BFC by email: nahb@bfcprint.com or by phone: 877-699-9390. If you have questions related to the overall Spike Program, please contact Mary Spooner, Manager, NAHB Membership Systems by email: m Spooner@nahb.org or by phone: 202-266-8337.	
Thank you, and congratulations!	

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The month ending date listed on the Spike Award Memos indicates that awards are included for all Spikes who reached a new award level that month. The information on the Spike Awards Memo corresponds to the Spike Roster with the same date.

- The award winners are listed by name along with their PIN, and their total credits as of the month ending date are indicated on the Spike Awards Memo.
- For each Spike, their new award level is listed, and the recognition items they are entitled to receive are listed as well.

<u>NAME</u>	<u>PIN</u>	<u>CREDITS EARNED</u>
Joe Simms	1058363	15.00
Blue Spike 6		
Spike Certificate		
Silver Spike Lapel Pin		
Tom Sims	1204300	7.00
Blue Spike 6		
Spike Certificate		
Silver Spike Lapel Pin		
Leo Thieneman Jr	1447322	18.00
Blue Spike 6		
Spike Certificate		
Silver Spike Lapel Pin		
Robert Thieneman Jr	71546	283.50
Super Spike 250		
250d Spike Pin		
William H Wilkinson	71352	251.00
Super Spike 250		
250d Spike Pin		

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<u>Awards Summary</u>	<u>Award Count</u>
LEV06	
Silver Spike Lapel Pin	8
Spike Certificate	8
LEV100	
100d Spike Pin	1
LEV1000	
1000d Spike Pin	1
CHOICE: Diamond Lapel Pin/Stainless Watch	1
LEV1900	
1900d Spike Pin	1
LEV200	
200d Spike Pin	1
LEV25	
Life Spike Lapel Pin	1
LEV250	
250d Spike Pin	2
LEV50	
50d Spike Pin	2
Total Awards:	<u>26</u>

Once you receive the awards from NAHB, it is suggested that your association recognize your Spike's achievements in a public setting such as a membership meeting or association event. Presenting the awards in front of a group will have a greater impact and give Spikes recognition in front of their peers and can have the added advantage of encouraging other members to get involved in the Spike Club.

NAHB Special Events

NAHB Spike Party & Directors' Reception

Held each year during the International Builders' Show, the Spike Party & Director's Reception recognizes and honors Spikes across the country for their continued commitment to membership development. Promoting this event in your local publications is a great way to motivate your members to recruit and retain members. Find Spike Party information and resources at nahb.org/spikeclub.

Eligibility requirements:

- To qualify to attend the Spike Party/Director's Reception, each Spike must have a minimum of 6 credits and must earn at least one new member 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 ½ credits received when new Affiliate or Council members are recruited.
- NAHB Directors and Executive Officers also qualify for tickets.
- Paid HBA staff may also attend the Spike Party at no charge only if their EO requests tickets ahead of time. See appendix for a list of NAHB Spike Club contacts.
- All eligible persons receive 2 tickets to the Party, even if they are eligible in multiple categories. (Example: A NAHB Director who also qualifies as a Spike will receive 2 tickets).
- Spike Party tickets must be picked up in person (with photo identification) at the Spike Party Ticket Booth at the International Builders' Show or onsite at the Party.
- NAHB sends a postcard to all eligible Spikes in December notifying them of their eligibility to attend the event and the times and location of the Spike Ticket Booth.

Promotional Ideas:

- Include party information in your local publications.
- Send a reminder letter/postcard to all Spikes notifying them of their status (eligible to attend or not eligible to attend).
- Highlight the Spike Party & Directors' Reception and answer questions about the party at your membership meetings.

- Send promotional flyers to all Spikes.

National Membership Drives

For one month or several months throughout the year, all of NAHB — on the local, state and national levels — focuses on the critical value of membership to the strength of the association and the industry. An organized drive is not necessary for participation in a National Membership Drive, however associations must opt-in through nahb.org. As an added incentive, Spikes may be awarded double credits for both and retention during these months. Visit nahb.org for more information about National Membership Drives.

Spike Appreciation Month

November is Spike Appreciation Month. NAHB provides each local association with promotional resources to help honor your Spikes during this month for their critical role in the successful recruitment, renewal and involvement of fellow members. Visit nahb.org/spikeclub for more information about Spike Appreciation Month and tools to help you celebrate.

Touch Plus is a new addition to the Touch System to help you communicate with your members **and** prospects during Spike Appreciation Month:

- Take advantage of customizable templates for emails, postcards, and brochures that give you marketing campaigns for your events
- Upload your own images to use in Touch collateral materials
- Use your own custom mailing lists and experience greater shipping options for your collateral

Chapter 3: Implementing a Local Spike Club

Although the Spike Club is facilitated nationally, your association's recruitment and retention efforts can reach a new level in the form of a local Spike Club. In this chapter the reasons for starting a Spike Club are explored, along with the basic steps to get started.

This Chapter Covers

- How a local Spike Club can benefit your association
- Spike Club volunteer leadership roles
- How to promote and grow your Spike Club

Implementing a Local Spike Club

The Benefits of a Local Spike Club

When considering evaluating whether or not your association should have a local Spike Club, or evaluating if your existing Spike Club is reaching its objectives, consider the following 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 increase and 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 increasing and 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 homebuilding industry.

If one or more of these benefits hits home, it is time to create a local Spike Club or enhance your existing one. So, read on! The tips and suggestions in this section of the guide can have a significant impact on the future of your association.

Forming a Spike Club Committee

One of the best ways to promote the Spike Club is to form a committee or advisory group. Depending on the size of your association, it can be a separate committee, a subcommittee of your existing Membership Committee or a stand alone advisory group.

The Committee should be made up of a wide variety of members, Builders, Associates and Affiliates, who are active in membership as well as those who want to become more involved. A wide range of individuals representing different backgrounds, talents, and interests will provide a wealth of perspectives and ideas.

For the purposes of this guide we will use a Spike Club Committee as an example. However, keep in mind that other committees or groups could serve a similar purpose in your association.

The overall objective of the Spike Club Committee is to create a centralized incentive program to mobilize members and increase their participation in membership development activities. One way this can be accomplished is by determining member's needs, planning events and programs tailored to meet those needs, and increasing members' understanding of the many ways to get involved in the membership effort. In addition, the Spike Club Committee needs to ensure significant recognition and visibility all year long to encourage ongoing participation.

Roles of Spike Club Committee Members

When selecting members to serve on your Spike Club Committee, consider the following roles they can play as a part of a dynamic membership development team. Note that some of these roles can be combined to suit the interests and activities of your members:

Spike Chairperson — Oversees Spike Club Committee and coordinates their efforts to meet the association's overall membership development goals.

Spike Trainer — Coordinates regular training programs on how to recruit and retain members, in conjunction with the Membership Committee, incorporating the Spike Club program in this process.

Spike Events Coordinator — Plans special events specifically for Spikes.

Spike Awards Coordinator — Coordinates with HBA staff the ordering and presentation of Spike awards at membership meetings and special events.

Spike Recognition Coordinator — Organizes and promotes both NAHB and local contests, as well as Spike Appreciation Month; highlights Spike Club member achievements at meetings and events; and gives Spikes high visibility and recognition.

With this structure, you can create an active and well-organized Committee comprised of members who can bring fresh and innovative ideas into your Spike Club.

Responsibilities of a Spike Club Committee

- Target and reaffirm your members' needs
- Organize contests and events to mobilize Spike members
- Recognize Spikes and the Spike Club program
- Communicate with Spike Club members
- Hold regular Spike Club training programs
- Create a year-long Spike Club Marketing Plan
- Monitor Spike Club budget and organize fund raisers and sponsorships as needed
- Oversee Spike Club administration

Target and Reaffirm Your Members' Needs

Before you design incentives and programs to motivate your members to become involved in membership development, your Spike Club Committee should address this question:

How can the Spike Club fulfill members' needs and those of the association at the same time?

You can explore this question by holding a brainstorming session or simply asking members to generate a list of needs and activities to fulfill those needs. Are your members looking for leadership opportunities? Recognition? VIP status? Networking and social opportunities? All of these are needs that can be met through the Spike Club program.

Recognize Spikes and the Spike Club Program

One of the key components in making any Spike Club program successful is to make it desirable so the members will want to be active participants. By positioning your Spike Club as a V.I.P. Club, you create a special elite status that will make the members feel recognized for their extra efforts. This can be done by recognizing your Spikes and the Spike Club program through:

- Presentation of NAHB's Spike Level Achievement Awards
- Special treatment and recognition at association meetings
- "Spike Only" events
- Highlighting Spikes in your association publications
- Holding various recognition events throughout the year and/or a single "Spike Gala" event

Communicate with Spike Club Members

To keep Spikes motivated, your Spike Club Committee needs to communicate with your Spikes, keeping them abreast of upcoming contests and events, as well as displaying competition standings and results. In addition, you can supply regular updates of your Spikes' current credit status and how far they are from achieving their next level. Consider your newsletter, blast fax, emails, and announcements at your meetings as methods to communicate information about your Spike Club program.

Hold Regular Spike Club Training Programs

Your Spike Club Committee can play a key role along with your Membership Committee in the training of your members in recruitment and retention techniques. One way is to ask your successful Spikes to share their expertise and show newly involved members how the Spike Club program has benefited them. Offering training will help those who are unfamiliar with recruiting develop those skills, as well as give those experienced recruiters a leadership opportunity.

Create a Year-Long Spike Club Marketing Plan

Once your Spike Club Committee decides on various contests, recognition, communication avenues and training programs, a year-long marketing plan can be put in place. (See NAHB's Spike Planning Calendar on pages 42 - 44). The Committee can coordinate your local plans with NAHB's contests and events for added impact. The Spike Planning Calendar can serve as a guide to ensure you don't miss any opportunities to provide involvement throughout the year.

Monitor the Spike Budget

One of the Spike Club Committee's responsibilities can be to budget and organize fundraisers and sponsorships to supplement various Spike contests, awards and programs.

Promoting Your Spike Club

When promoting your new Spike Club to your membership, the promotional strategy you choose to market the program is critical to its success. The goal of your promotional strategy is to increase exposure and member awareness, ultimately increasing participation. You want to create an image of a highly respected, elite group in which your members will want to become involved. So where do you begin?

Here is a step-by-step process you can follow to create a Spike Club Promotional Plan. It includes targeting members you would like to participate in your program, selecting promotional tools, developing a promotional strategy incorporating these tools and, finally, implementing and evaluating your efforts:

Step 1: Target Your Audience

Decide who you initially want to encourage to become a Spike. Ultimately, you want to involve the entire membership in your Spike Club, but when beginning this process, start off by concentrating on several specific groups within your organization and expand from there. Targeting your leadership and most active members, such as your committee members, Board of Directors, active recruiters and regular attendees, will ensure that the word is spread to other members.

Step 2: Select Your Promotional Vehicles

Based on the size of your association, budget and other resources, it is your job to decide the best way to reach your targeted audience. Some communication strategies you may want to choose from include:

Letters/Direct Mail — An effective way to communicate with your members is through direct mail. Have pre-printed labels ready to mail for introductory letters, flyers, etc. to your members.

Tips on Writing Your Spike Letter

Be sure to answer the following questions in your letter:

- What is a Spike?
- What is the goal of the Spike Club?
- Why your members should be involved in the Spike Club – what's in it for them?
- How can your members become a part of the Spike Club?
- Who can your members contact for more information?

While a letter can be effective when included in a Board of Director's packet or in committee meeting materials, it would probably be most successful in getting the attention of your audience if it is sent separately.

Note: A sample letter to your Board members is provided in the Appendix of this manual.

Association Publications — including your Spike Club promotional material in one or all of your local publications is a guaranteed way to reach your desired audience.

Note: A sample article is provided in the Appendix of this manual for personalization to promote your new Spike Club.

Tips on Writing Spike Club Newsletter and Magazine Articles

- Portray the Spike Club as a very important program by using words like "elite," "VIP" and "prestigious."
- Emphasize the benefits of becoming a Spike. If you have an existing Spike Club, emphasize testimonials from current Spikes and the successes they have experienced.
- Publish a list of Spikes according to their level standings.
- Add recognition events, such as dinners and receptions.
- Answer members' questions: Who? What? Where? When? Why?

Flyers/Brochures — Flyers and brochures provide a simple and cost-effective way to communicate your message to your audience and get immediate attention. Be sure to take advantage of NAHB's membership materials and the *Prospect Rolodex: How to Find 101 Potential New Members without Leaving Your Desk*. These brochures are available through the online ordering system available at nahb.org/materialsordering.

Local HBA Events — General Membership Meetings, Trade Shows, Annual Banquets, and New Member Orientations provide the perfect atmosphere for promoting your Spike Club to active members, new members and potential members.

Double Spike Credit Promotions – State and local builders associations hosting organized membership drives during months other than the NAHB National Membership Drive month can offer an extra incentive to their active members – double Spike points. Using Spike credit incentives as recognition for members who attain Spike status at your phone-a-thon and for current Spikes who participate in membership activities will add to the Spike Club's promotional momentum. The more excited your members become, the more they will talk to others about it. Contact the NAHB Spike Club manager for more information.

Step 3: Developing a Promotional Strategy

Now that you have identified the various resources available to you to reach your targeted members, the next step is to develop a promotional strategy or plan of action. It should detail the dates and deadlines of the various publications and events where you will be promoting your Spike Club. The success of your promotional plan will lie in your ability to keep your Spike Club visible to your membership on a consistent basis.

On the following pages, an example of a HBA Promotional Planning Chart is shown.

Tips on Creating a Promotional Planning Chart

- Plan something monthly to keep your Spike Club in front of your members on a regular basis.
- Alternate the different communication vehicles to keep interest high.

Spike Planning Calendar

	January	February	March
Direct Mail	Send letter of congratulations to all Spikes and Candidates who reached new levels this year.	Send Spike Candidates a letter indicating how many credits they have and how many they need to become a Spike.	
General Membership Meeting	Present awards at membership meeting.	Hold Spike Night at your next meeting seating all Spikes at a special table serving a special meal.	Put together a Spike display with names and pictures of your Spikes. Update the display monthly.
Newsletter/Magazine	Start a “Spike Corner” or Spike Column featuring outstanding Spikes; include facts on Association involvement, Spike status, and personal information.	Include a President’s Message on the importance of Spikes to the association, community and the industry.	Publish the Spike Club Chairman’s report that highlights Spike activities for the year. List benefits of being a Spike.
Special Events	Honor previous year’s Spikes at Annual Banquet – present year-long competition awards.	Hold a special “We Love Our Spikes” Valentine’s Day dinner.	Hold a roundtable where top Builder and Associate Spikes share the best strategies on recruitment, retention and moving up to the next level.
Membership Drives			Hold a Membership Phone-a-thon where members call non-members to encourage them to join. Divide callers into teams headed up by Spikes.
Flyers			Send a flyer offering a drawing for any member who brings in a new member during the Phone-a-thon (a member can sponsor dinner for two).

Spike Planning Calendar

	April	May	June
Direct Mail			
General Membership Meeting	Tape numbered cards under chairs at meeting. Spikes sitting in the numbered chairs win small prize.	Have a “Balloon Burst For Dollars” or other prize drawing at the meeting for any Spike who brings in a new member during a National Membership Drive.	Offer express check-in or separate bar line for Spikes wearing their Spike ribbons, pins, or other gear.
Newsletter/ Magazine	Publish the names of all members who participated in your Membership Phone-a-thon along with who they sponsored.	Profile your top Builder and Associate Spike and include photos.	Publish the photos of all new Spikes or Life Spikes.
Special Events	Give Spikes free admission to Home Show. Have a special lounge set up for Spikes to relax during the show.	Organize a “Spike Brunch” – have member volunteers bring muffins, bagels, juice and the morning newspaper.	Schedule a Spike Golf Outing – have Spikes bring a prospect as a partner.
Membership Drives			Hold a recruiter training session. Have Spikes share tips and techniques.
Flyers			

Spike Planning Calendar

	July	August	September
Direct Mail		Send letter to Spikes informing them of how many more credits they need to qualify for the Spike Party at IBS.	Offer a free meal for those Spikes who have recruited at least ____ members and/or retained ____ members.
General Membership Meeting	Offer tabletop display for Builder and Associate Spikes, Spike candidates and prospective Spikes to promote recruiting tips and prizes that can be earned.	Draw a name for “Spike of the Month” and present an award.	Plan a special meal or cocktail hour before the meeting for Spikes only.
Newsletter/Magazine	Print “Spike Honor Role” listing all of your Spikes with their current Spike credits.	Publish a Spike Feature – Top Builder and Associate Spike’s testimonials of what being a Spike means to them.	Publicize Spike Appreciation Month in November. Publicize deadline to qualify for Spike Party/Director’s Reception at IBS.
Special Events	Have a Spike Day at the Races with complimentary transportation, lunch and/or beverages on the bus.	Organize a special event for Spikes only or invite Spike candidates along and recognize Spikes in front of the group.	Have a special Spike Dinner Dance/Cruise.
Membership Drives			
Flyers			

Spike Planning Calendar

	October	November	December
Direct Mail		Send letter to Spikes informing them of their current Spike status and how many credits they need to reach the next level.	
General Membership Meeting	Display photos of your “Galaxy of Stars” (any Spike attaining 100 or more Spike credits).	Recognize Spikes at meeting for Spike Appreciation Month.	Set up a head table for Spikes only. Seat all Spikes together with colored balloons corresponding to their Spike level.
Newsletter/Magazine	Congratulate those who have qualified for the NAHB Spike Party/Director’s Reception. Print a congratulatory message to Spike candidates who achieved Spike status.	Publish Spike Appreciation Month message from the President.	Publicize previous year’s Spike Competition winners in Newsletter and/or Magazine.
Special Events	Have a special program highlighting Spike contributions.	Honor your top Spikes during Spike Appreciation Month by presenting them with awards or Spike merchandise at November membership meeting.	Indicate your Spikes and their credit status on committee/council tent cards.
Membership Drives	Hold a retention Phone-a-thon where members call all those throughout the year who have dropped out of the association encouraging their renewal.		
Flyers		Send a flyer out announcing Spike Appreciation Month.	Send Flyer to all members listing all Spikes and their levels, congratulating them for a great year.

Step 4: Evaluate Your Plan

The success of any promotional plan depends on the frequent evaluation of your efforts. This can be done in several ways.

- Chart the growth of your Spike Club candidates and members on a quarterly basis.
 - What times of the year are you experiencing more growth?
 - What publications, events, flyers, etc. have taken place during this time?
 - What incentives have you provided during this period?

- Keep a record of who your first-time recruiters are and from where they came. This can be accomplished by a short survey either in person or by phone. Questions to ask:
 - Have you ever heard of the Spike Club? If so, how?
 - What encouraged you to bring in your first new member?
 - Are you aware of the benefits of being a Spike Club member?

- Code the applications you give, publish or send out to members.
 - Are new members being recruited from applications that are given out at dinner meetings, local events, or sent along with direct mail pieces?

As your evaluations continue, you will see certain patterns develop that will help you streamline your promotional plan making it both time and cost effective.

Training Your Recruiters

To maximize the efforts of your Spikes and Spike candidates, you need to provide on-going recruiter training.

This program would:

- Outline new and existing association benefits and services.
- Teach recruiting techniques.

- Motivate Spikes working to reach higher levels.
- Provide an opportunity for Spikes to share personal successes and discuss various recruiting techniques.

Your Spike training should have two goals, to ensure that Spikes are well versed in the benefits of being a member so that they can accurately respond to prospective members needs and to help Spikes develop skills and techniques in recruiting. Be sure to utilize the expertise of successful Spike Club members and to include the perspective of both new and established Spike Club members.

As in any ongoing program or task, members need to be reminded of their ultimate goal and reasons why they should continue to recruit and retain other members of the association. These motivators can take the shape of recognition programs, special awards, competitions, and creative incentives which can be strategically offered throughout the year.

Motivating and Recognizing Your Spikes

Your Spikes deserve recognition for their achievements and commitment to membership development. 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. Read on to discover the many ways you can show your appreciation for Spikes.

- **Create special awards on both the state and local levels** - Honor your top Spikes during Spike Appreciation Month or during your Annual Awards Banquet by presenting them with awards or gifts.
 - Give awards to the Big Spike of the Year, Top Spikes of New Member Recruitment and Retention, Top Associate and Builder Spikes, and Top “Rookie” Spike.
 - Present an award or gift to the “Rookie of the Month” or “Recruiter of the Month.”
- **Recognize your Spikes in your local publications** — Devote a page or an entire section of your newsletter and/or magazine to Spikes.
 - Publish the photos of all new Spikes or Life Spikes.
 - Recognize winners of annual Spike Club awards given by your association and any of your Spikes receiving national recognition.
 - Use the Spike logo and clip art available from the NAHB Membership and Associate Member Programs Department to draw attention to Spike news.

- Honor the “Spike of the Month,” the individual who recruits the most new members for the month, by featuring the Spike’s picture and a short biography.
- Publish an “Honor Role” of all Spikes and their current levels.
- **Spotlight your Spikes at General Membership Meetings** — Make your Spikes feel special by recognizing them at General Membership Meetings.
 - Distinguish Spikes among their peers with patches, name badges or Spike ribbons. Consider having permanent name badges for Spikes which you can bring to every meeting.
 - Hold a drawing among those who have recruited at least one new member during the current membership year.
 - Provide a special bar with free drinks and souvenir glasses for Spikes only.
 - Put together a Spike display for the meeting with the names, pictures and standings of your Spikes. Update the list as Spikes get new credits.
 - Give special recognition to the top ten Spikes and/or new “Rookie” Spikes of the month.
 - Between meetings, display your gallery of Spike Stars prominently in your association office.
- **Hold special “Spike Club Members Only” events** — Organize a special event for Spikes only.
 - Plan a day trip to a sporting event, State Fair, beach, etc.
 - Give a Spike Recognition dinner during Spike Appreciation Month.
 - Send formal invitations to Spikes.
 - If your Spike Club is small, consider inviting Spike Candidates with the stipulation that they must become a Spike before the dinner date to attend or they must “pay” their way in with a new member application. Get associate members to sponsor drinks and hors d’oeuvres before the dinner.
 - Recognize sponsors with a banner displayed at the dinner.
 - Present your Spikes with theater tickets.

- **Highlight Spike Appreciation Month** — Use Spike Appreciation Month Kit materials provided by NAHB to recognize your Spikes during the month of November. You can find these materials online at.
- **Send motivational letters to your Spikes and Candidates** — Send encouragement letters to your Spikes and Candidates congratulating them for their efforts. (Samples can be found starting on page 54.)

For additional recognition ideas, use the Spike Planning Calendar as a helpful planning tool.

Local and State Competition Ideas

In addition to the NAHB Spike competitions, you may want to develop local contests. Here are some examples:

- **Double Spike Credit Promotions** – State and local builders associations hosting organized membership drives during months other than the NAHB national Membership Drive month can offer an extra incentive to their active members – double Spike points. Contact the NAHB Spike Club manager for more information.
- **Spike of the Month/Year** - Many associations honor the top Spike of Recruitment and Retention on a monthly basis and award them with trophies, plaques or gift certificates. At the end of the year the association honors in the same fashion the Spike(s) who contributed most to that membership year.
- **National Membership Drive Incentives** - Each year NAHB holds a National Membership Drive in which they award special incentives to HBAs and members for bringing in new members of the association. You can enhance this program locally by offering additional awards and incentives for recruiting one, two or more new members.
- **Special Drawings/Prizes** - During home/trade shows, golf outings and even general membership meetings, holding a drawing for prizes is a perfect way to excite members. Encourage your Spikes to bring in one or more new members to make them eligible to win a great prize.
- **Special Events** - Membership Phone-a-thons with themes, events like Casino Night (receiving play money for every member you bring in or retain) or even Steak and Beans contests (where the winners get a steak dinner and everyone else receives just beans) are great ways to re-energize Spikes.
- **Competitions Between Locals** - Coordinate competitions with other nearby state and local associations. Make bets at the beginning of the year and give updates in your member publications.

Appendix

This Appendix Covers

- Sample Letters to use in your Spike Club
- Sample Spike Awards Memo
- Contact Information for NAHB
- Dues Payment Report
- New Member Information Form
- Glossary of Spike Club Membership Terms

Sample: First New Member Ever Letter

Date _____

Spike Candidate's Name/Address

Dear *(Spike Candidate)*:

Congratulations on bringing your first new member into the association! You have earned one full Spike credit for your efforts, qualifying you as a Spike Candidate. Spike credits are awarded to individuals for recruiting new members, encouraging current members to renew, and other work in membership development.

Being a Spike has many rewards, including the opportunity to receive awards and recognition upon reaching new levels on the Spike ladder. To become a Spike, you must achieve six credits. I look forward to seeing your name on the Spike Roster during the coming year.

Thank you for your involvement in helping to build our membership. If you need more recruiting information to get started or you would like to be mentored, please contact *(name and phone number of staff contact or a Spike member)*. Best wishes as you strive to achieve Spike status.

Sincerely,

*Membership Chair/Spike Chair/President
BA of Your Town*

Sample: Spike Candidate Encouragement Letter

Date _____

Spike Candidate's Name/Address

Dear *(Spike Candidate)*:

As a Spike Candidate, you already have taken the first steps toward the prestigious Spike status. By recruiting and retaining members, you not only help build a strong association, but can enjoy the many rewards of membership involvement.

To attain Spike status, you must earn six Spike credits. Our records show that as of *(date)* you still need *(number)* Spike credit(s) to become a Spike Club Member.

You've worked hard for the credits you have - Congratulations! Always be on the lookout for new recruits to pick up additional credits by bringing in a new member or two. A good source for hot prospects is your own Rolodex - ask those you do business with to join. I hope to see your name on the Spike Roster soon. *(You may want to set a goal here. For example, within the month or next two months.)*

I urge you to keep up the good work. If you need additional recruiting information, please contact *(name and phone number of staff contact or a Spike member)*.

Sincerely,

*Membership Chair, Spike Chair, President
BA of Your Town*

P.S. If you plan to go to the International Builders' Show, an exciting bonus is the opportunity to attend the exclusive Spike Party & Directors' Reception. To qualify, you must have a minimum of 6 credits and must earn one new member recruitment credit between November 1 and 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 ½ credits received when new Affiliate or Council members are recruited.

Enclosure

Sample: Spike Appreciation and Encouragement Letter

Date _____

Spike's Name/Address

Dear *(Spike)*:

Being a Spike is a significant accomplishment — CONGRATULATIONS! The ongoing commitment and enthusiasm of members such as you to member recruitment and retention is vital to membership growth and the well-being of our association. That's why the association will be taking several opportunities during the year to recognize our very special members — our Spikes. *(You may want to list some upcoming association activities here.)*

To date, our records show that you have *(number)* Spike credits. You are only *(number)* Spike credits away from your next level — *(next level___)*! *(If they are not a Life Spike you may want to remind them that a minimum of one credit must be earned each year until Life Spike status is attained).* We look forward to presenting you the award for that level at a future meeting.

Thank you again for consistently making the association's growth and influence in the community a priority. Your support of our membership activities has been outstanding and I urge you to keep up the good work. Best wishes as you continue to move up the Spike ladder.

Sincerely,

*Membership Chair
BA of Your Town*

*President
BA of Your Town*

Sample: New Spike Club Introductory Letter for Board Members

Date _____

Board or Active Member's Name/Address

Dear HBA Board Member:

As members of our Association's Board of Directors, it is our responsibility to ensure that members have access to top quality benefits and services. But, in order to provide these benefits and services, it is essential that we maintain a strong membership from which we can draw talent and expertise.

Created on the national level in 1953, the NAHB Spike Club was designed to recognize and reward those members that are responsible for recruiting, involving and retaining members and, in doing so, keep our association strong and viable.

(Your association name) also recognizes that Spikes are special members. Therefore, we are pleased to announce the formation of our very own Spike Club. Benefits include networking opportunities to increase your business, recognition and awards, special V.I.P. treatment at HBA events, and more.

To become a Spike, an individual must earn six Spike credits (a combination of new and renewal credits). Spike members then earn additional credits each year until they reach Life Spike status with twenty five credits.

We can help you achieve your goal. Enclosed you will find our "*How to Find 101 Potential New Members*" brochure. Simply fill out the names of your subcontractors, suppliers, builders, lawyers, accountants, and anyone with whom you do business, and send it back to *(your association's name and address)*. We will highlight the individuals who are not currently members so that you know who you should introduce to the benefits and services *(your association name)* has to offer.

Before you know it, you will be an exclusive member of the *(association's name)* Spike Club enjoying *(include your next Spike Club members only event or benefit)* with fellow Spikes.

Sincerely,

(President's name) and/or
(Spike Club Chairman's name)

Enclosure

Sample: Article for Newsletters or Magazines

(HBA name) Introduces V.I.P. Spike Club

Looking for a way to increase business contacts? Gain visibility? Make an impact on your industry? Then becoming a part of the *(association's name)* Spike Club is for you!

What is a Spike? A Spike is an individual who through his or her recruiting and retention efforts builds a strong association membership base and strengthens the housing industry as a whole. In 1953, the National Association of Home Builders created the Spike Club to recognize and reward those members who are responsible for recruiting, involving and retaining members. Because we recognize that Spikes are very special members, *(your association)* has established a local Spike Club. To become a Spike, you must earn six Spike credits. Credits are earned by bringing in new members and retaining current members.

With each new Spike level achieved, Spikes are recognized with a series of exclusive awards including silver and gold lapel pins, member certificates, and multi-stone lapel pin riders.. Spikes also enjoy benefits such as visibility among their peers leading to increased business contacts, V.I.P. treatment at general membership meetings, recognition in association publications and much, much more.

It's easy, fun and extremely rewarding. Let us show you how you can become a part of this elite club. We invite you to call to obtain more information.

(If you have a Spike orientation program set up, you may want to invite them to attend.)

Contact Information for NAHB

To obtain a downloadable NAHB Staff Directory in PDF format visit www.nahb.org and select the Staff Directory link on the Contact Us page. Additionally, the directory may be viewed online by using the search feature provided on the Staff Directory page.

Data Service Center

The Data Service Center (DSC) at NAHB provides support for membership reporting as discussed in this manual. They handle special data-related requests including corrections and research.

- Local HBA member information changes
- Local HBA councils: new members, renewals, cancellations, information changes
- Local HBA Council contact records
- Local and State EO records
- Local and State President records

You may contact the DSC in the following manner:

E-mail: DataServiceCenter@nahb.com

Phone: (800) 368-5242 ext 8536

Fax: (202) 266-8284

Membership Accounting

The Membership Accounting Office handles your payment processing issues. In addition, you will contact the office if a membership wants to cancel before their Anniversary Date. The Membership Accounting Office can be reached as follows:

Email: DataServiceCenter@nahb.com

Phone: (800) 368-5242 ext. 8546

Fax Number: (202) 266-8442

Spike Program

For more information about the NAHB Spike program, contact:

Email: Membership@nahb.com

(800) 368-5242, ext. 8337

Fax: (202) 266-8438

WMS Support

For more information about the WMS and to sign up for training, visit

<http://wms.nahb.org>

Support for the Web Membership System (WMS) is provided during normal business hours at NAHB. The support team can be reached as follows:

E-mail: WMSHelp@nahb.com

Phone: (800) 368-5242, ext. 8700

Fax: (202) 266-8284

Councils

Council membership accounting office:

(800) 368-5242 ext 8182

Fax Number: (202) 266-8442

Providing Payments and Information

Payment of membership fees is made by paper check or credit card. When submitting requests that require payment, remember to include the appropriate report along with the payment. NAHB does not process your request until payment is received.

For regular payments and information changes, send the information along with payment to:

NAHB Membership Dues
PO Box 759281
Baltimore, MD 21275-9281

For overnight remittances, use the following address:

Wells Fargo
Membership
Lockbox # 759281
7175 Columbia Gateway Drive
Columbia, MD 21046

Dues Payment Report

The Dues Payment Report lists memberships that have expired or will expire within 60 days of their anniversary date. Once completed, separate the form into three copies: mail the original to NAHB, send one copy to your State association, and retain the third copy for your records. The Renewals and Cancellations may be reported to NAHB by using this report.



Dues Payment Report
Ending Date: 1/31/2013
for Local Number: 2270 - Home Builders and Remodelers Association of Western
Mass

Membership Dues: \$150 Builder/Associate
Affiliate Dues: \$5

Report Completed Date: ()

	No. Paid	No. Renew	No. New	No. Cancelled	Amount Enclosed
Builder/Associates	()	()	()	()	()
Affiliates	()	()	()	()	()
Total	()	()	()	()	()

INSTRUCTIONS: To renew or cancel a member, place an (X) in the appropriate box beside the member's Person ID number (PIN). When complete, enter the appropriate numbers of members who paid, renewed or cancelled and include the amount enclosed on this page. Return this report to NAHB and a copy to your state association. This Dues Payment Report lists only those members who have passed their anniversary date or will pass their anniversary date within the next 60 days.

MEMBER ID: Please note the member information as coded on each of your members listed below. Using the space provided, verify or revise this information for each renewing member. The identification (ID) coding instructions can be found in your Membership Accounting Manual. Please use the boxes provided to code this information. For those Associate members coded as "Z", a written description must be given.

SPIKE CREDITS: Memberships for which Spike Credits are earned, are identified on the far right of this report. The Spike Sponsor of each membership is indicated by the Spike's PIN and name which are included. Upon renewal, the retention credits are awarded to the Spike Sponsor, unless a change is given. To award these credits to another Spike, enter the local, Person name and PIN of the awarded Spike Sponsor in the boxes provided.

BUILDER MAGAZINE: Annual membership dues for builders and architects members include \$ 15.00 for a one-year subscription to BUILDER magazine. Members may not deduct subscription price from total dues.

Signed: _____ Telephone: () - _____

Legend: PIN - Personal Identification Number; MSN - Membership Subscription Number; CoID - Company ID;
Type: 1 - Builder, 2 - Associate, 3 - Affiliate; CLASS - NAHB classification.

ReportID - 315T
Page 1 of 21
Print Date 2/12/2013

This is the first page of the Dues Payment Report. The report is produced in triplicate: one copy each for NAHB, the State Association, and the Local Association/Chapter records. Remember to complete the top line giving the date the report is submitted, and in parentheses the number of renewals paid (No. Paid), the number of renewals (No. Renew), the number of new members (No. New), cancellations (No. Cancelled), and the total amount of money enclosed (Amount Enclosed). Sign the bottom of the page, add your telephone number, and send it to NAHB for processing.

 In case the member records processing staff need to reach you, it is important that you list a phone number.

Dues Payment Report

Memberships appear on the second page of the Dues Payment Report (shown below) beginning 60 days prior to the member's anniversary date. A membership will continue to appear on the report for 90 days past the anniversary date. The report is sorted first by anniversary date and then sorted alphabetically by company name. This report serves as an advance notice of memberships that are nearing their anniversary month and thus provides the HBA with a reminder for billing renewals.

The Dues Payment report is used to renew and cancel memberships. In addition, information change requests relating to the company name, type/class, and Spike sponsor may be submitted. For further information on a membership please refer to the Membership Accounting Manual.

Spike Club Guide



		Dues Payment Report									
		Ending Date: 1/31/2012									
		for Local Number: 2270 - Home Builders and Remodelers Association of Western Mass									
		Spike Sponsor									
Renew	Cancel	PIN	Company Name / Type / Class	Name	MSN	Dues	Yrs	Anniversary	AutoCancel	Local	PIN
<input type="checkbox"/>	<input type="checkbox"/>	1068185	AT & T	Lyle Tise	1107216	\$150.00	4	03/2012	04/2012	2270	82512
<input type="checkbox"/>	<input type="checkbox"/>	2	Z	7	7	0					
Present	Andrew Crane										
Revised	[Local] [PIN]										
<input type="checkbox"/>	<input type="checkbox"/>	1068194	Berkshire Hills Construction	Sonia Morrison	1107214	\$150.00	4	03/2012	04/2012	2270	81429
<input type="checkbox"/>	<input type="checkbox"/>	1	B2	A	2	1	4	1			
Present	Richard Shields										
Revised	[Local] [PIN]										
<input type="checkbox"/>	<input type="checkbox"/>	81431	Brockside Const	Fouline Gurtlow	184216	\$150.00	22	03/2012	04/2012	2270	231431
<input type="checkbox"/>	<input type="checkbox"/>	1	B2	Z	7	1	2	1			
Present	Robert Penna										
Revised	[Local] [PIN]										
<input type="checkbox"/>	<input type="checkbox"/>	1093990	Central Berkshire Habitat For	Carolyn Valli	377918	\$150.00	9	03/2012	04/2012	2270	257579
<input type="checkbox"/>	<input type="checkbox"/>	1	A	7	1	0					
Present	John Pariseau										
Revised	[Local] [PIN]										
<input type="checkbox"/>	<input type="checkbox"/>	82627	Creative Space Shower Doors & More	Leon Markowski	55378	\$150.00	18	03/2012	04/2012	2270	82417
<input type="checkbox"/>	<input type="checkbox"/>	2	W1	7	1	4					
Present	Jonathan Wright										
Revised	[Local] [PIN]										

Legend: PIN - Personal Identification Number, MSN - Membership Subscription Number, CoID - Company ID, Type: 1 - Builder, 2 - Associate, 3 - Affiliate, Class - NAHB classification.

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Fields in the Dues Payment Report

- Renew** Check this box if you would like to Renew this Membership.
- Cancel** Check this box if you would like to Cancel this Membership.
- PIN (Person Identification Number)** NAHB identifier of the person who is the primary contact for a membership. A unique number given to every member of NAHB.
- Company Name** Name of the company associated with the membership.
- Type/Class** Categories that the membership falls into. Refer to Page 28 for further clarification.
- Name** Contact person associated with the membership.
- MSN** Member Subscription Number, an NAHB identifier for an NAHB membership. Some members belong to multiple HBAs, therefore they have a unique MSN for each HBA. Note: While a member may have multiple MSNs, they will only have one PIN.
- Dues** Dues refers to the amount of money that you must pay to NAHB in order

	to Renew this Membership.
Yrs	This field represents the number of years since the company first became involved with NAHB, regardless of whether a membership has lapsed at any time during that period.
Anniversary	Date NAHB membership is up for renewal. NAHB Bylaws state that a Member has 120 days to reinstate their membership. After this time, they are considered Expired. Refer to the Membership Accounting Manual.
Auto Cancel	This field refers to when the membership will automatically go into canceled status.
Spike Sponsor	
Local	The Home Base Local of the Spike Sponsor. Home Base Local is the Local HBA responsible for administering the awards earned program for that Spike sponsor.
PIN	The Spike Sponsor's PIN number for the Membership.
Spike Sponsor	Refers to the membership's current sponsor. The first four boxes are used to indicate the 4-digit Home Base Local number. The remaining boxes are used to indicate the new Spike Sponsor's PIN. For more information please refer to the Membership Accounting Manual.



Glossary of Spike Club Membership Terms

The following pages provide a description of each term that is within the Spike Club Manual.

Term	Description
Affiliate Member	Affiliate members are employees of Builder and Associate members. The Affiliate membership allows employees to enjoy NAHB benefits at a reduced dues investment. Not all HBA's offer the Affiliate membership, nor is it a requirement to do so.
Affiliate Member Spike Credits	Credits earned for recruiting and retaining Affiliate members. Spikes earn ½ recruitment credits and ½ retention credits for Affiliate members.
Associate Member	Associate members are members who provide products or services to the home building industry. Spikes earn 1 recruitment credit for Associate members. Spikes earn 1 retention credit for the first year renewal of an Associate member, and ½ credits for renewal the second year and each year thereafter.
Builder Members	Members who are directly involved in building or remodeling homes, apartments, schools, industrial, commercial or other structures related to a community, or in land development. Spikes earn 1 recruitment credit for Builder members. Spikes earn 1 retention credit for the first year renewal of a Builder member, and ½ credits for renewal the second year and each year thereafter.
Council Member	NAHB members may further define their membership experience by joining a Council, either through local Councils offered within their HBA or as an At-Large member at the national level.
d	The notation d in each level is Greek for penny, as in a four penny or six penny nail, and is found on all award lapel pin riders.

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Term	Description
Life Spike	A Spike who has earned a total of 25 credits and does not need to continue to earn credits to maintain their status. A Life Spike is known as a “Spike for Life.”
Membership Year	The NAHB Membership Year runs from January 1 – December 31. All competitions and yearly reporting are based on this time frame. The only exception is the eligibility period for the Spike Party which is November 1 – October 31.
Membership Subscription Number (MSN)	Each dues paying member will have an MSN. Spike Candidates, Spikes and Life spikes with no MSN are employees of members and are not individual dues paying members.
National Membership Drive	All of NAHB — on the local, state and national levels — focuses on the critical value of membership to the strength of the association and the industry. All local and state associations are encouraged to register their participation and call in their projected new member totals for the month to NAHB on the designated day as a demonstration of a collective membership drive.
Recruitment Credit	A credit earned for being reported as the sponsor for a new member. Recruitment credits may be earned for recruiting Builder, Associate, Affiliate and Council members. Recruitment credit is also known as “new member credit.”
Retention Credit	A credit earned for securing the renewal of a member.
Spike	An individual NAHB member or employee of a member who has earned a total of 6 credits.

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Term	Description
Spike Appreciation Month	Each year November is designated as Spike Appreciation Month. Local associations are encouraged to plan events and promotions to thank Spikes for their efforts throughout the year in growing our membership, our network and our strength.
Spike Awards Memo	Accompanies the shipment of Spike Awards from NAHB. The Spike Awards Memo indicates who in your local association has reached a new award level, which awards have been earned, and when they will arrive if they are not included in the awards package.
Spike Candidate	An individual NAHB member or employee of a member who has earned between 1-5.5 total credits.
Sponsor of Record	The sponsor of record is the person reported as having recruited, or sponsored, a particular member on the NAHB New Member Form. The sponsor of record would be displayed on the NAHB Dues Payment Form at each renewal period unless changed by the HBA. The Sponsor of Record is also known as “sponsor.”
Women’s Council Spike Club (Formerly the Spikette Club)	The NAHB Women’s Council sponsors a separate program for accruing and tracking credits for recruitment and retention of Women’s Council members. For more information about this program call (800) 368-5242 ext. 8433.