

**Chapter Officer**

**Resource Manual**

**Membership Chair**

January 1, 2019

**INTRODUCTION**

The National Kitchen and Bath Association encourages our members to serve as officers in their local NKBA chapters. Our local leaders will be instrumental in determining the needs of kitchen and bath professionals at the grassroots level and communicating to National.

This manual will outline the expectations and responsibilities of your role for a calendar year. Please review the information and direct any questions to the Leadership Communications Department at [Chapters@nkba.org](mailto:Chapters@nkba.org).

**MEMBERSHIP CHAIR POSITION DESCRIPTION**

**Term:** The term of office is two (2) years with the option to self-nominate for an additional two (2) years. After four years on the Council, the officer must rotate off the Council for at least two years.

**Experience:** It is recommended the Membership Chair have prior committee experience before becoming the chair. The ideal person for this position is:

* Part salesperson, part problem-solver and part facilitator
* Is comfortable talking to strangers
* Has an understanding of the NKBA membership structure and can explain it to potential new members
* Is comfortable with delegating some responsibilities, setting-up and supervising committee activities
* Has excellent communications skills
* Willing to contribute approximately 10 hours per month on chapter activities and work

**Description:** The Membership Chair executes membership campaign initiatives, new membership recruitment and retention of current members.

**Responsibilities:**

* Create committees to assist in the completion of your role or assign an individual to a specific task. Committees can consist of individuals that will help with various aspects of the role for the length of the term or simply one (or more) individual(s) on an as needed basis. Ideally, committee members are learning the position and will make the best candidate for a future role as Membership Chair.
* Plan Chapter Membership Drive and give dates to President for including on the Chapter Funding Requirement Form (must be submitted to National by January 31)
* Receive and track supplies sent by National, check availability of forms on website.
* Greet members, guests and prospects as they arrive at chapter meetings
* Be familiar with the Member Benefits Handbook which can be found on the NKBA website
* Build teamwork and networking to retain members by enlisting the help of committee volunteers and by inviting members to participate

**PREPARING FOR OFFICE**

* Assist outgoing chapter officer in the performance of his/her responsibilities
* Review the Chapter Officer Resource Manual as well as the Chapter Overview which covers the chapter policies.
* Review the NKBA Membership Application, Member Benefits Handbook and dues structure

**IMPORTANT NOTES AND DEADLINES**

* Develop/plan the chapter membership campaign and notify National January 31

via the Compliance Form

* Contact members who have not renewed and encourage March after write-off

them to reinstate

* Send National updated member information Ongoing

**ROLE DETAILS**

**General**

* Create committees and delegate responsibilities. Examples of committees are:
  + Membership Campaign Committee
  + Membership Retention Committee
  + Design Competition Committee
* Know membership structure and benefits
  + Membership categories
  + dues
* Understand the application process
  + Applications taken by the chapter, along with dues payment, must be sent immediately to National for processing. National will notify the new member of acceptance by email.
* Monitor membership and logo usage
  + Continually remind members to contact National directly, at [info@nkba.org](mailto:info@nkba.org), with any changes to their information, update their profile on the website at [www.nkba.org](http://www.nkba.org), or to call Member Relations at 800-843-6522
  + Eligible members vote in elections and other important matters put to the membership. As stated in the NKBA Bylaws: all members except students are eligible to vote.
  + As stated in the NKBA Policy Manual: Membership in the Association may be suspended or terminated for cause. Sufficient cause for such suspension or termination of membership shall include a violation of these Bylaws or any other lawful rule of practice or procedure duly adopted by the Association, any unethical or improper business practices, or any other conduct detrimental to the best interests of the Association. Please review the Policy Manual for details.
  + If a chapter suspects a member in violation of the Bylaws and/or Standards of Conduct, the chapter shall notify NKBA Member Relations Manager in writing and provide documentation to assist the Association in its determination of the alleged violation. Chapters are advised to pursue complaints no further than official notification to the NKBA Member Relations Manager to avoid antitrust implications. If the chapter is approached by a consumer or member experiencing a conflict (consumer matter) with another member direct them to contact National directly.
  + Notify NKBA Member Relations Manager of improper logo usage. Examples of improper usage of logo:
    - Former members continuing to use logo in ads or on letterhead
    - Non-member is displaying logo
    - Improper logo is being used (i.e. AIKD logo is still being used, etc.)
    - Only one branch is a member but, all branches are listed in an ad with the logo
  + Monitor use of appellations by non-members and/or improper usage by those who are certified. Appellations may only be used by certified members of the Association in good standing. NKBA appellations are:
    - AKBD – Associate Kitchen and Bath Designer
    - CKBD – Certified Kitchen and Bath Designer
    - CMKBD – Certified Master Kitchen and Bath Designer
    - Appellations may only be used in conjunction with the certified individual’s name
    - The use of such titles to identify a business (such as “Certified Kitchen & Bath Designer on staff”) is strictly prohibited
    - Complaints should be sent to the NKBA Certification Department
* Provide information to Communications Chair for publication in the Chapter Newsletter
  + New local chapter members
  + Members who attended their first meeting
  + Highlight any new member benefits

**Membership Recruitment and Campaigns**

* Each chapter is required to have at least one membership drive.
  + Plan membership campaign at the Chapter Planning Meeting and include the date (by quarter – Q1, Q2, Q3 or Q4) on the Chapter Funding Requirement Form, which must be submitted to National by January 31
  + A specific membership campaign rallies the whole chapter, whereas a simple request to everyone to recruit does not. Campaigns are only limited by your imagination. Keys to a successful campaign are:
    - Set achievable goals (increase membership by \_\_\_: retain \_\_\_ members)
    - Set specific dates for goals. Membership recruitment and retention is an ongoing activity, however, the chapter may choose to “kick off” a membership campaign with a special event
      * Plan event date
      * Build excitement and encourage participation by planning advertisements and include in two prior meeting notice mailings
    - Recognize the people who have achieved those goals and determine an award system that is motivating
      * Get a travel agency to donate a trip
      * Offer a cash prize using chapter funding
    - Supply all who participate with enough materials and information to successfully recruit
    - Set a specific time frame and track progress
    - Allow for the possibility of a second drive
      * Chapters can have up to 2 membership drives, however, they should not be scheduled in consecutive quarters.
    - Develop a recruitment package (message, deadline, budget, distribution, audience and follow-up)
  + Determine what incentives can be used to:
    - Recruit prospective members
    - Enlist members to help recruit new members
  + National provides Membership applications and information to assist in recruiting new members for your use on the website
  + Chapters can direct potential new members to the online application on the website or use a downloadable application available on the website
  + Create a prospect list using the following sources:
    - Yellow pages, either local phone directory and/or online source
      * Consider Architects, Bathroom Remodeling, Building Contractors, Cabinets, Carpentry, Countertop Fabricators, Interior Designer, Kitchen Remodeling, Lumber Yards, Plumbing Fixtures, Hardware
    - Manufacturer’s Representatives
    - Trade and consumer publication advertisements
      * Make note of ad for a non-member
      * Non-member exhibitors
      * Assign a committee member to attend the show to visit non-members
    - Lists from other associations such as NARI, ASID and NAHB
      * Any individual advertisements from companies that may not be a member
    - Trade and consumer show exhibitors
    - Names of non-members that have requested information about the NBKA or the local chapter
    - Non-members attending meetings
    - Company/individual with recently lapsed membership
  + Determine how to contact prospects including:
    - personal visits – divide chapter territory and assign committee members to visit prospects within that area
    - Letters/emails – send letter, on chapter letterhead, or emails personally inviting a prospect to a chapter meeting and review what the chapter is doing for members
    - Telephone – call prospects to personally invited them to a chapter meeting
    - Chapter newsletter and website – publish a newsletter with information on coming meetings or include information on chapter website. List members who have attended their first meeting and update membership totals.
  + Continuously evaluate the success of the membership campaign against goals and adjust the strategies accordingly
  + Consider using chapter funding for your membership campaign.
  + Examples of campaign promotions to be issued when application is completed:
    - Free registration at chapter meeting
    - Gift certificates
    - All members who refer a member will be able to attend a special “thank you” dinner funded by the chapter
    - IMPORTANT NOTE: Under no circumstances will dues be discounted or waived
  + A chapter may advertise for members in the local area, however, DO get approval from NKBA staff if you are not using a written ad or article provided by NKBA

**Membership Retention**

* Create a committee to promote the retention of members and establish a plan that can include the following
  + Personal visits – members visiting members to reinforce the benefits of membership and tell them what they are missing. Encourage them to attend the next meeting with you or with a chapter buddy. Promote courses and invite them to get involved in chapter activities.
  + Personal letters – when someone hasn’t attended in a while, send a “miss you” letter or postcard
* Consider implementing a new member orientation program
  + Provide an introductory package that includes
    - Chapter-at-a-Glance (tidbits about the chapter including # members, #award winners, newsletter and website)
    - Chapter volunteer roster
    - Chapter and National calendar of events
    - NKBA educational programs, products, services
    - Member benefits
    - Chapter buddy information
    - Complimentary first chapter dinner (chapter budget item)
    - Quarterly new member newsletter (bulleted list of professional development options, new member profile, information on volunteer opportunities)
    - One-time discounted ad rate in chapter newsletter
    - Give new members a special ribbon they can wear at the first couple of meetings that acknowledges their membership
    - Survey 6-months into the first year to rate services, membership involvement, etc. by phone or email
    - Semi-annual “sales” breakfast/lunch to touch base with volunteers
  + Assign an existing member to meet and greet a new member, offer a ride, etc.
  + Invite members to host a meeting
  + Invite members to sponsor a meeting
    - Survey membership for volunteers
    - Acknowledge volunteer contributions with a letter of appreciation to the employer/firm or verbally thank them during the meeting
  + Know your membership
    - Knowing your members can strengthen the chapter’s planning, programming and volunteer recruiting
    - Track member attendance. Work with the Treasurer to develop a form that can meet all your needs.
    - Head off potential member dropouts with personal contact from the chapter. Members contacted by the chapter are encouraged to continue, update members on what they’re missing, and ask for input on their reasons for inactivity/dropping.
  + Member recognition
    - Personal contact can mean the difference between the active and the non-attendee and is a good reminder when members are so busy.
    - Recognize members who have reached milestones in their careers and chapter at chapter meetings
    - Offer them opportunities to participate in mentoring, etc.

**AVAILABLE FORMS**

The following forms used by Membership Chair and committee are available on the Resources page of the NKBA website at [www.nkba.org](http://www.nkba.org).

* Membership Application and Benefits Handbook
* Telephone Script (Sample)
* Chapter Roster Policy & Permission Form
* Chapter Member Survey (Sample)
* Downloading & Using Membership Lists
* Chapter Campaign Share Form – return to [info@nkba.org](mailto:info@nkba.org)
* Flyers for all NKBA Initiatives are listed under Chapter Officer Tool Kit