

December, 2020

## PLEASE NOTE:

This handbook is in the process of being reviewed and updated. The new version will be uploaded to the website as soon as it's ready.

Many of the items detailed in this handbook can still be utilized.

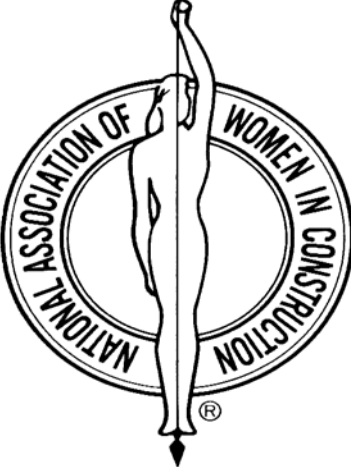
If you have any questions, please e-mail me at [president@nawic.org](mailto:president@nawic.org).

Thank-You for all you do for NAWIC!

Anne Pfleger, CIT  
NAWIC President

**NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION**

**MEMBERSHIP COMMITTEE HANDBOOK**



**THIS HANDBOOK IS THE PROPERTY OF YOUR NAWIC CHAPTER. PLEASE PASS ON TO THE APPROPRIATE PERSON WHEN YOUR TERM OF OFFICE IS OVER.**



## **CORE PURPOSE**

“To enhance the success of women in the construction industry.”

### **Object**

To unite for their mutual benefit women who are actively employed in the various phases of the construction industry;

To promote cooperation, fellowship, and a better understanding among members of the Association;

To promote education and contribute to the betterment of the construction industry;

To encourage women to pursue and establish their careers in the construction industry; and

To provide members an awareness of the legislative process and legislation as it relates to the construction industry.

## INTRODUCTION

The Membership Committee is one of the most vital committees in our Association. Our bylaws state, "The Membership Committee shall be responsible for devising ways to increase and maintain membership in the Association". The chapter level is most important as it has the most direct personal contact with the members.

It is up to you to plan professional membership programs, orientation meetings and new member initiations. You should begin working with the Professional Education Committee Chairman as soon as possible to insure high quality programs for the new year. These programs should:

1. Inform, educate and stimulate members personally and professionally.
2. Respond to the needs and concerns of the industry.
3. Promote Association programs and assist with other industry programs.

Social activities or programs should be scheduled before a meeting, on another evening, or on a Saturday. These are an important part of the interaction needed by many members and should not be forgotten.

Today's woman is more informed, active and involved. Her time is valuable and she is only interested in quality associations that offer professional programs. Recruitment efforts should be geared to respond to these interests. When planning these recruitment efforts, remember there are many qualified women in the construction industry who are eligible for membership. One very new and barely tapped area is a woman enrolled in apprenticeship training programs through local unions and non-unions.

Once you have recruited quality members, your responsibility does not stop there. You have an obligation to develop and retain them by:

1. Information and education on the ideals, purposes and goals of the Association.
2. Provide them with information about the educational programs available through the NAWIC Education Foundation (NEF), and encourage their participation.
3. Initiate them in a proper ceremony and continue to recognize them and their employers.
4. Involve them as soon as possible in the programs and activities of the chapter and encourage attendance at the meetings on the regional and national levels.

With the establishment of quality programs, NAWIC will be responding to the goals set forth by its members and will be on the path to greater retention. However, members become victims of the 'cliques', 'new officer', or 'old officer' syndrome, 'that's the way we've always done it' philosophy, etc. As an association, we need to respond to these issues. Unfortunately, they are the hardest to conquer. For help on how to deal with these issues, call the Executive Vice President at the NAWIC Office. Don't miss the opportunity to receive input from the 'new blood' in the chapter. Your new members may have some exciting, innovative ideas to suggest.

As the year progresses, your programs must continue on schedule. Take the time to rate your chapter periodically through membership surveys. An excellent way to do this is through evaluation sheets. These could be distributed to individual committee members at random or the entire membership in attendance at a particular meeting.

Always remember that teamwork is very important. No individual committee chairman should feel she is a totally independent agent. All are interdependent on the other members in the chapter to provide a smooth total operation. Communicate with other chairmen and offer to work with them. Be creative, inventive, informative and available to help.

When your term as Membership Chairman comes to an end, prepare your files to pass to your successor. You might create a "standard" page that outlines how you, as chairman, conducted various aspects of your committee duties. Evaluate honestly those promotions that worked and those that didn't. This will give your new chairman an idea of how to continue with this very important committee. Having your files in good order for your successor will make for a smooth transition into the new year... a definite asset to your chapter and its membership promotion activities.

This handbook has been prepared to give you ideas and assistance. It is always easier to build on the foundation of something that has been done before rather than start from scratch. This information has been compiled from previous membership promotion files as well as chapter and member input. You will find sample forms, etc, which have been copied to keep the bulk of the booklet to a minimum.

Good Luck! Don't forget, if you need some help, don't be afraid to ask. There are plenty of members who would be more than willing to lend a hand.

## **MEMBERSHIP COMMITTEE GUIDELINES**

*An Association Standing Committee*

### Purpose:

The Membership Committee is responsible for devising ways to increase and to maintain membership in NAWIC in concert with programs developed by the NAWIC Office.

### Committee:

The Membership Committee shall be comprised of a Chair appointed by the NAWIC President. The NAWIC President elect may appoint a Co-Chair. Both shall work closely with the NAWIC Staff Membership Director.

### National Committee Guidelines:

The Chair's responsibility to committee members begins with the scheduling and conducting of an initial meeting held in conjunction with the Annual Meeting. During this meeting, plans for the coming year and reporting and communication procedures are outlined. The Chair reviews figures reported for the Red Rose Recruiters, based on information received from the NAWIC Office, as to the number of members recruited by each chapter member. Conference calls should be used to communicate with region chairs throughout the year.

The Co-Chair's responsibility is to assist the Chair as required and to learn all functions of the Membership Committee.

### Written Reports Required of NAWIC Membership Chairman:

1. Articles for The Connection at the request of the Connection Editor
2. Annual Planning Conferences, at request of NAWIC Directors
3. Annual Region Forums, at request of NAWIC Directors
4. Annual Meeting Report Book, at request of NAWIC President

At the request of the NAWIC President, the Chair will plan and present a Membership Workshop during the Annual Meeting. Handout material to be distributed during the workshop may be sent to the NAWIC Office for reproduction and shipping to Annual Meeting locale.

### Guidelines for Committee Members:

Region Committee Members should communicate with chapters in their region on a regular basis, preferably monthly, and at such other times deemed necessary. Copy your communications for Chapter Membership Chairs to Chapter Presidents and National Membership Chair.

A quarterly report from the NAWIC Office shall be sent to the Region Membership Representative for her comparison.

The Region Membership Representative will review membership figures furnished by the NAWIC Office and contact chapters that (1) have no renewals; (2) exhibit an extremely low renewal percentage; or (3) demonstrate little activity in recruiting new members. The NAWIC Office will also offer assistance to these chapters. The Region Membership Representative will prepare reports as requested by her region's NAWIC Director for distribution and/or presentation to Region Conference(s) and Annual Region Forum.

The Region Committee Members shall assist chapter chairs in the training and motivation of membership promotion through region workshops and mailings.

### Guidelines for Chapter Committee Members:

Chapter committee chairs should communicate with their Region Committee Chair on a regular basis, and/or as requested by the Region Committee Chair.

**MEMBERSHIP COMMITTEE CALENDAR  
NATIONAL CHAIRMAN**

*All committee members have been chosen to fulfill these responsibilities based upon their commitment and strength in leadership. It is the responsibility of the National Chairman, Directors, Region Representatives and Chapter Committee Chairman to communicate any expectations, ideas and concerns with each other on a timely basis. Open lines of communication will ensure this committees success. The Membership Committee is vital to continue NAWIC as a premier association. Therefore, the following calendar is suggested to offer guidance, direction and to emphasize the importance of communication.*

<b>Task</b>	<b>Due Date</b>	<b>Date Completed</b>
National Chair to contact Region Representatives. Provide copy of Membership Committee Guidelines and Calendar. Discuss expectations of committee and regional representative.	September 30	
Prepare an outline of expectations for regions and chapters to be presented at Annual Planning.	September 30*	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	October 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	October 31	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	November 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	November 30	
Contact Region Representatives to keep lines of communication open. Discuss new membership programs being offered. Provide updated report of membership activity.	November 30	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	December 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	December 31	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	January 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	January 31	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	February 15	

Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	February 28	
Contact Region Representatives to keep lines of communication open. Discuss new membership programs, new ideas or concerns. Provide updated report of membership activity	February 28	
Prepare progress report for Mid-Year Board of Directors Meeting	February 28*	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	March 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	March 31	
Prepare report for Annual Forum with copies to Director and Region Representative	April 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	April 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	April 30	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	May 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	May 31	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	June 15	
Provide new membership inquiries to Director, Regional Representative and Chapter Membership Chair	June 30	
Contact Region Representatives to keep lines of communication open. Discuss new membership programs, new ideas or concerns. Provide updated report of membership activity	June 30	

Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	July 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	July 31	
Prepare report for Annual Board of Directors Meeting.	August 1*	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	August 15	
Provide new membership inquiries to Director, Region Representative and Chapter Membership Chair	August 31	
Assist new National Membership Chair for transition. Helping prepare for Membership seminar to be held during Annual Convention	September 1	

*\*Dates subject to change in accordance with scheduling of Annual Planning, Annual Forum and Board of Director Meetings*



**MEMBERSHIP COMMITTEE CALENDAR  
REGION REPRESENTATIVE**

*All committee members have been chosen to fulfill these responsibilities based upon their commitment and strength in leadership. It is the responsibility of the National Chairman, Directors, Region Representatives and Chapter Committee Chairman to communicate any expectations, ideas and concerns with each other on a timely basis. Open lines of communication will ensure this committees success. The Membership Committee is vital to continue NAWIC as a premier association. Therefore, the following calendar is suggested to offer guidance, direction and to emphasize the importance of communication.*

<b>Task</b>	<b>Due Date</b>	<b>Date Completed</b>
Region Representative contact Chapter Chairman. Provide copy of Membership Committee Guidelines and Calendar. Discuss expectations of committee and chapter responsibilities.	October 15	
With outline from National Chairman, present expectations of chapters at Annual Planning.	Annual Planning*	
Contact Chapter Chairman to keep open lines of discussion. Inquire about ideas, concerns and updated membership opportunities. Verify quarterly report from NAWIC Office.**	January 31	
Prepare progress report for National Chairman	February 15*	
Contact Chapter Chairman to keep open lines of discussion. Inquire about ideas, concerns and updated membership opportunities. Verify quarterly report from NAWIC Office.**	March 31	
Order region awards from the NAWIC Office in plenty of time before Forum to receive them.	March 30*	
Prepare report for Annual Forum utilizing information from National Chairman	April 15*	
Contact Chapter Chairman to keep open lines of discussion. Inquire about ideas, concerns and updated membership opportunities. Verify quarterly report from NAWIC Office.**	June 30	
Prepare final report for National Chairman outlining progress.	August 1*	
Assist new Region Representative for transition. Helping prepare for Annual Planning	September 1	

*\*Dates subject to change in accordance with scheduling of Annual Planning, Annual Forum and Board of Director Meetings*

*\*\*Region Representative should verify that Chapter Membership Chair is receiving updates from National Membership Chair*

## MEMBERSHIP ELIGIBILITY GUIDELINES

Membership classifications are set forth in the Standard Bylaws for Affiliated Chapters, ARTICLE IV, Section 1, and are to be referred to prior to completion of a Membership Application.

### MEMBERSHIP

A. ACTIVE MEMBER: Shall be open to women who are actively employed in the construction industry a minimum of an average of twenty (20) hours per week per month. Employment is defined as receiving compensation for service in an approved employment category and in which the majority of her job responsibility, in that approved employment category, is construction related. Each eligible Active Chapter Member shall be entitled to vote and to hold office and shall be a member of National and an affiliated Chapter.

B. CORPORATE MEMBER: This is a transferable membership. This membership is open to companies that wish to designate a woman employee, who would otherwise meet the criteria for Active Membership, to represent the company. The company holding the membership may change its designated representative at any time. The company must buy one corporate chapter membership for each representative. Each eligible Corporate Member shall be entitled to vote, to hold office and shall be a member of National and an affiliated Chapter.

C. MEMBERS AT LARGE: Shall be open to women meeting all the criteria for Active Member but not belonging to an affiliated Chapter of the Association. Members at Large shall be entitled to participate in all of the activities of the region in which they reside. Members at Large shall be entitled to vote at the Annual Meeting/Convention of the Association, at which time their vote will have a one-tenth (1/10) value of a Chapter Delegate vote. Members at Large cannot hold office or serve on the NAWIC Board of Directors.

D. STUDENT MEMBER: Shall be open to women students enrolled at institutions of higher education, vocation training programs and apprenticeship programs. Student membership is non-transferable, and Student Members shall have no vote nor hold office. They shall be a member of National and an Affiliated Chapter. A Student Member shall be eligible to serve on Chapter, Regional and National appointed committees.

E. STUDENT MEMBERS AT LARGE: Shall be open to women students meeting all the criteria for Student Members but not belonging to an affiliated Chapter of the Association. Students at Large shall be entitled to participate in all of the activities of the region in which they reside. They shall have no vote nor hold office.

F. ASSOCIATE MEMBER: Shall be open to women who do not qualify for active membership. Associate members shall have no vote and are not eligible to hold office. Associate Members shall be a member of National and an affiliated Chapter. An Associate Member shall be eligible to serve on Chapter, Regional and National appointed committees.

G. RETIRED MEMBER: Shall be open to women who are retired and are at least 62 years of age. Retired members do not qualify for Active Membership, do not have to be members of a chapter and will be a member of National. Retired members shall have no vote and are not eligible to hold office but shall be eligible to serve on Chapter, Regional and National appointed committees.

H. INTERNATIONAL MEMBER: Shall be open to women who are actively employed in the construction industry in countries outside of the United States. International Members shall neither vote nor hold office.

I. HONORARY CHAPTER MEMBER: May be conferred by a three-fourth (3/4) vote of those members present and voting upon a person who has rendered outstanding service to the Chapter but is ineligible for Active Member. An Honorary Member shall have no vote and shall be ineligible to hold any elective or appointive office. An Honorary Member shall be exempt from payment of dues but is entitled to visit the Chapter at any time.

## **GENERAL ELIGIBILITY INFORMATION**

Should there be questions not answered in the committee guidelines, contact the NAWIC Office for a ruling. To facilitate an informed ruling, put all information in writing and explain fully.

Never should an applicant's (or member's) employer be contacted regarding the membership classification without the express consent of the applicant (or member). Any question of eligibility should be directed to the applicant (or member) and her word is to be accepted.

The membership application is to be completed in its entirety prior to submittal to the NAWIC Office.

When a new Chapter is organized, and prior to its chartering, all membership applications are to be submitted for approval to the NAWIC Office.

# MEMBERSHIP ELIGIBILITY GUIDELINES

Membership categories are set forth in the Standard Bylaws for Affiliated Chapters, Article IV, Section 1.

**The following NAICS (North American Industry Classification System Codes) are to be referred to when completing the Member Renewal Statement and new Membership Application form.**

## **23 Construction**

### **236 Construction of Buildings**

2361 Residential Building Construction  
23611 Residential Building Construction  
236115 New Single-Family Housing Construction (except Operative Builders)  
236116 New Multifamily Housing Construction (except Operative Builders)  
236117 New Housing Operative Builders  
236118 Residential Remodelers  
2362 Nonresidential Building Construction  
23621 Industrial Building Construction  
236210 Industrial Building Construction  
23622 Commercial and Institutional Building Construction  
236220 Commercial and Institutional Building Construction

### **237 Heavy and Civil Engineering Construction**

2371 Utility System Construction  
23711 Water and Sewer Line and Related Structures Construction  
237110 Water and Sewer Line and Related Structures Construction  
23712 Oil and Gas Pipeline and Related Structures Construction  
237120 Oil and Gas Pipeline and Related Structures Construction  
23713 Power and Communication Line and Related Structures Construction  
237130 Power and Communication Line and Related Structures Construction  
2372 Land Subdivision  
23721 Land Subdivision  
237210 Land Subdivision  
2373 Highway, Street, and Bridge Construction  
23731 Highway, Street, and Bridge Construction  
237310 Highway, Street, and Bridge Construction  
2379 Other Heavy and Civil Engineering Construction  
23799 Other Heavy and Civil Engineering Construction  
237990 Other Heavy and Civil Engineering Construction

### **238 Specialty Trade Contractors**

2381 Foundation, Structure, and Building Exterior Contractors  
23811 Poured Concrete Foundation and Structure Contractors  
238110 Poured Concrete Foundation and Structure Contractors  
23812 Structural Steel and Precast Concrete Contractors  
238120 Structural Steel and Precast Concrete Contractors  
23813 Framing Contractors  
238130 Framing Contractors  
23814 Masonry Contractors  
238140 Masonry Contractors  
23815 Glass and Glazing Contractors  
238150 Glass and Glazing Contractors  
23816 Roofing Contractors  
238160 Roofing Contractors  
23817 Siding Contractors  
238170 Siding Contractors

23819 Other Foundation, Structure, and Building Exterior Contractors  
238190 Other Foundation, Structure, and Building Exterior Contractors

### **2382 Building Equipment Contractors**

23821 Electrical Contractors  
238210 Electrical Contractors  
23822 Plumbing, Heating, and Air-Conditioning Contractors  
238220 Plumbing, Heating, and Air-Conditioning Contractors  
23829 Other Building Equipment Contractors  
238290 Other Building Equipment Contractors

### **2383 Building Finishing Contractors**

23831 Drywall and Insulation Contractors  
238310 Drywall and Insulation Contractors  
23832 Painting and Wall Covering Contractors  
238320 Painting and Wall Covering Contractors  
23833 Flooring Contractors  
238330 Flooring Contractors  
23834 Tile and Terrazzo Contractors  
238340 Tile and Terrazzo Contractors  
23835 Finish Carpentry Contractors  
238350 Finish Carpentry Contractors  
23839 Other Building Finishing Contractors  
238390 Other Building Finishing Contractors

### **2389 Other Specialty Trade Contractors**

23891 Site Preparation Contractors  
238910 Site Preparation Contractors  
23899 All Other Specialty Trade Contractors  
238990 All Other Specialty Trade Contractors

## PROCEDURES FOR APPROVAL OF NEW MEMBER APPLICATIONS

Standard Bylaws for Affiliated Chapters, Article IV - Section 4 states "The decision of the NAWIC Office, in determining the validity of an application for membership, shall be final. (Effective 10-1-2000)" Interpretation of Standard Bylaws for Affiliated Chapters and NAWIC Membership Eligibility Guidelines is the responsibility of the NAWIC Office.

The following procedures will assist the NAWIC Office in its review of Membership Applications received from prospective members.

1. All new member applications and dues must be sent to the NAWIC Office.
2. Applications received from prospective members shall be reviewed, approved or rejected by the NAWIC Office.
3. In reviewing Membership Applications, the NAWIC Office should:
  - a. Determine the application is accompanied with the appropriate funds, completed in its entirety, signed and dated by the applicant.
  - b. **Verify classification of membership in conformity with Bylaws and NAWIC Membership Eligibility Guidelines.**
  - c. Verify eligibility with applicable category and sub-section of Membership Eligibility Guidelines by checking firm name, description of company business, and prospective member's job responsibility.  
  
(If the applicant does not fit into any of the categories defined in the Guidelines, the NAWIC Executive Vice President shall ask for a ruling from the NAWIC Executive Committee.)
  - d. Verify all blanks are completed and all questions answered on the reverse side of the Application for Membership.
  - e. Once the application is approved by the NAWIC Office , the new member information will be forwarded to the Chapter President, Chapter Membership Chair and NAWIC Director no later than the following week via fax or email. New Member Chapter dues shall be remitted to the chapters every two weeks.
4. **The join date will be the first day of the month in which the application was processed by the NAWIC Office.** The member's renewal date will be October 1 of each year. If an application is denied, a copy must be filed by the NAWIC Office with reason for denial.

## **RED ROSE and MASTER RECRUITER GUIDELINES**

### **1. DEFINITIONS**

A. The Red Rose Recruiter Program shall be an on-going honor roll of members who have recruited eighteen (18) or more members within a three (3) year period.

B. The NAWIC Founders Trophy Award will be given to the NAWIC member who recruits the most new members during a one year period from August 1 through July 31.

C. Master Recruiter Award shall be given to a member who has been the recipient of the NAWIC Founders award five (5) times and qualifies for her sixth (6th) award.

### **2. GENERAL GUIDELINES**

A. The award period for the NAWIC Founder's Trophy and Master Recruiter Award is from August 1 through July 31.

B. The membership applications must bear the name of the recruiter in order to receive credit for the recruit. It is the responsibility of the recruiter to ensure that her name is on the application or that the member advises the office of the recruitment.

C. New member applications must be postmarked on or before July 31 to be included in the count.

D. It is the responsibility of the NAWIC Office to determine the winners, obtain the awards (Blazers and Trophy) and supply the name of the winners to the NAWIC President and the NAWIC Membership Chair.

E. Presentation of the awards is to be made at the Annual Meeting of the Association.

### **3. RED ROSE RECRUITER BLAZER**

A. The first time a member recruits eighteen (18) or more members within a three (3) year time period based upon the official records of the NAWIC Office, the member will receive a Red Rose Recruiter Blazer in recognition of her achievement. This member will be known as a Red Rose Recruiter

B. Credit will be given for recruitment of members in a newly chartered chapter, upon verification of the new member's application by the NAWIC Office, naming the recruiter. A member transferring from an existing chapter into a newly chartered chapter cannot be counted twice.

### **4. STAR PIN**

Those Red Rose Recruiters achieving a second group of eighteen (18) members within a three (3) year period will receive a star pin for each additional group of eighteen (18) members recruited (upon verification of member applications by the NAWIC Office).

### **5. CHARTER — GOLD BAR**

Only Red Rose Recruiters from 1987 through awards at the 1991 Annual Meeting shall be so honored to receive and wear the "gold bar" recognizing their outstanding recruitment efforts and that they are a charter member of the Red Rose Recruiter program

### **6. NAWIC FOUNDERS' TROPHY AWARD**

A. The Founders' Trophy is to be given to the NAWIC member who recruits the most new members during the award time frame. Once someone has obtained Master Recruiter status, they may no longer receive the Founders' Trophy.

B. Only one trophy will be awarded each year.

### **7. MASTER RECRUITER AWARD - GOLD BLAZER**

A. A NAWIC Member who has previously received the NAWIC Founder's Trophy five (5) times and is the top recruiter for the sixth (6th) time will receive a Gold Blazer.

B. The Gold Blazer can only be awarded once.

C. A member who earns the Gold Blazer is no longer eligible for the NAWIC Founder's Trophy.

D. Gold Blazer recipients shall receive a star pin for each additional group of eighteen (18) members recruited within a three year period.

### **8. ANNUAL MEETING**

A. When possible, a special time will be set aside at the Annual Meeting to recognize Red Rose Recruiters and Master Recruiters. It is suggested this time be as early as possible in the Annual Meeting program to permit Red Rose and Master Recruiter recipients to proudly display their blazers during other Annual Meeting activities.

B. When possible, it is recommended that a special invitation be prepared by the NAWIC Office each year encouraging Red Rose and Master Recruiter Recipients to attend Annual Meeting to meet new Red Rose and Master Recruiters and receive "on-going" recognition for their recruitment achievements.

C. When possible, it is recommended that tables be provided at an Annual Meeting function for all Red Rose and Master Recruiter recipients to be seated (at their choosing) for continued recognition and that a red rose be placed at each seat.

## **NAWIC OFFICE SUPPORT SYSTEM GUIDELINES** ***(For Use in Member Retention and Recruitment)***

### **1. CONTACT ALL CHAPTERS WITH LESS THAN 15 MEMBERS**

The Membership Director at the NAWIC Office will use the December 31st membership numbers to determine which chapters have less than 15 members, which allows sufficient time for all membership renewals to be recorded in the membership data base. These chapters will be tracked monthly in a log book, deleting chapters as necessary. The Membership Director will first contact the NAWIC Director and review with her all chapters with less than 15 members in her region. Why the chapter(s) have low membership will be discussed and recorded by the Membership Director, and an initial plan of action will be formulated.

The Membership Director will then contact each chapter president having less than 15 members. If there is no response, the NAWIC Director will be asked to make the initial contact and request the assistance of one of the members to serve as the contact person.

The Membership Director and chapter president (or contact person) will discuss the problems of retention and recruitment within the chapter and ways to overcome them. Available support material from the NAWIC Office will be offered and recruiting and retention ideas used successfully by other chapters will be discussed.

The Membership Director will continue to track the progress of the chapter through the monthly Membership Reports, as well as by personal contact (if welcomed). If at any time a chapter president or contact person states they no longer wish to be involved in monthly follow-ups, or have decided to relinquish their charter, the Membership Director will immediately contact the NAWIC Director.

The NAWIC Director will also participate in this support system program by making similar contacts with each chapter in her region with less than 15 members. The NAWIC Director and Membership Director should copy each other on all correspondence to keep each other current on all developments.

### **2. SUPPORT FOR NEW CHAPTERS**

For the first two (2) months immediately after chartering and every two (2) months thereafter for the first year, the Membership Director will contact the chapter to discuss any problems or questions they may have. If requested, support material will be mailed to the new chapter. The Membership Director will advise the NAWIC Director of all contacts.

## SUGGESTED GOALS AND PROGRESS FORM

DATE \_\_\_\_\_ Beginning Total Membership: \_\_\_\_\_  
 Began Program

DATE \_\_\_\_\_ Current Total Membership: \_\_\_\_\_  
 This information sheet

CHAPTER NAME \_\_\_\_\_ Goal: \_\_\_\_\_  
 No. \_\_\_\_\_ Region \_\_\_\_\_

PRESIDENT'S NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

MEMBERSHIP COMMITTEE CHAIRMAN \_\_\_\_\_

We have chosen to concentrate our recruitment in the following areas: Check as many as apply.

Established Goals:

Progress to Date:  
 S=We feel successful  
 C=We feel comfortable  
 S=Somewhat successful  
 SC=Somewhat comfortable  
 NSC=Not successful or comfortable

We would like additional information.

**Publicity & Outreach**

- Direct Mail \_\_\_\_\_
- Other Associations \_\_\_\_\_
- Telephone Blitz \_\_\_\_\_
- Contests \_\_\_\_\_
- Trade Shows \_\_\_\_\_
- Newspaper Advertisement \_\_\_\_\_
- PR/Marketing Kit \_\_\_\_\_
- Other \_\_\_\_\_

**Meeting Speakers/Programs**

- Professional Speakers \_\_\_\_\_
- More Construction Related \_\_\_\_\_
- Employers as Speakers \_\_\_\_\_
- Association Interchange \_\_\_\_\_
- Seminars \_\_\_\_\_
- Tours to include non-members \_\_\_\_\_
- Slide or VCR presentations \_\_\_\_\_
- Other \_\_\_\_\_

**Hospitality**

- Welcome Committee \_\_\_\_\_
- Personal Calls, Notes \_\_\_\_\_
- Meet & Ride \_\_\_\_\_
- Contest(s) \_\_\_\_\_
- Other \_\_\_\_\_

**Member Services/Benefits**

- NEF Programs \_\_\_\_\_
- Member Orientation \_\_\_\_\_
- Mentor Program \_\_\_\_\_
- Other \_\_\_\_\_

We have used/are using: Membership Brochures \_\_\_\_\_  
 Meeting Announcement Cards \_\_\_\_\_  
 Prospect Pads \_\_\_\_\_  
 Employer Brochures \_\_\_\_\_  
 Other \_\_\_\_\_



# MEMBERSHIP RECRUITMENT

## ACTIVITIES

- Wine and cheese evening with personal invitations.
- Educational or informational classes/programs, i.e., blueprint reading, mechanics lien, resumes, residential or commercial construction, etc.
- Co-sponsor a workshop or seminar with another trade association.
- Set up or man a booth at an industry trade show.
- Designate certain monthly meetings as a “Membership Push Night”.

## PUBLICITY

- Industry and Association newsletters.
- All newspapers and local magazines within your chapter’s area.
- Radio Stations.
- Listing of chapter contact person and meeting day with local Chambers of Commerce.
- Local phone book. If not economical, check into an additional listing for NAWIC’s employer/firm.
- Through other NAWIC chapters.
- Add your own!

## “GET ACQUAINTED”

There are many different ways to accomplish “ice breakers”. Here are a few:

- Mixed seating at the regular business meeting. This may be done by having numbered tables (members and guests draw numbers and sit at their designated table) or color-coded tables (handled the same as above).
- Assign a member of the board to each table. This accomplishes two objectives. The board member can initiate the conversation and she also is able to talk to the members on a one-to-one basis.
- Have members and guests exchange business cards when they are seated. After the meeting, they must return the card to its rightful owner and be able to remember her name, place of employment and position.
- Appoint a hospitality committee whose duties are to introduce new members, prospective members, and guests to other members. Make sure as the meeting progresses that they are not left alone and that they always feel welcome.
- Plan to meet for lunch and invite prospective members and especially new members. These informal get-togethers are great ways to get to know each other.
- Call one of the guests from your last meeting and tell them why you are a member of NAWIC. Invite them back. You don’t have to be their sponsor to tell them how glad you are they were a guest.
- Provide special identification for new members to wear for their first year, such as a red rose, a special ribbon for their membership pin, a permanent name badge, etc.

## **MEMBERSHIP INFORMATION PACKETS**

The following are suggestions for materials and information to include in packets to be given/sent to prospective members:

1. NAWIC membership brochures. These are available to the chapter through the national office
2. A fact sheet giving chapter meeting dates, time, cost involved and activities of the chapter. Give the prospective member an idea of what she can expect to get involved with, plus benefits she will receive from her membership.
3. NAWIC Education Foundation (NEF) program brochures.
4. Sample copies, if available of The NAWIC Image.
5. A copy of your chapter bulletin.

Your chapter bulletin should inform, educate and stimulate your members. It should have:

1. NAWIC information at all levels (chapter, regional and national).
2. Industry information, legislative.
3. Information for the development and advancement of professional skills at all levels of membership.
4. Information for personal development.

### **NEW MEMBER INFORMATION**

Initiate the new members at the next scheduled meeting. **DO NOT DELAY THIS!** Many members feel they are not members until they have been initiated.

When you initiate a new member, as part of the ceremony she could be presented with:

1. A name badge with her name and company.
2. Chapter Information Packet. This packet should contain an up-to-date roster, list of chapter officers and directors, current year calendar of events, chapter fact sheet and a list of chapter procedures.
3. A New Member Packet (Sent by the national office).

## NEW MEMBER ORIENTATION

1. Make the new member feel welcome. Establish a welcoming committee to greet all new members. Introduce her at a Chapter meeting and encourage each member to introduce themselves to her.
2. Assign another member as her “mentor” in NAWIC, someone who will answer her questions, call her if she misses a meeting and generally keep in touch.
3. Upon receiving new member information from the NAWIC Office send a welcome letter to the new member and, if not self-employed, to her employer. Have the new member complete a “New Member Profile” and distribute to all members. Include such things as: number of years in the construction industry, career goals, present employment, etc.
4. Provide new members with a recap of the Chapter and Association past/present, a chapter roster, and newsletter if available. You may also provide a membership certificate or other welcome gift at a minimal cost.
5. Educate the member on your Chapter’s various committees and functions. Encourage her special interest by inviting her participation on a committee or project. **Remember, an active member is a renewing member.**
6. Have a long-term member explain the basics of NAWIC and the various programs/services available. If possible, spend time at each Chapter meeting educating ALL members on various aspects of NAWIC.
7. After a few meetings, and as the new member seems comfortable, consider assigning her as a mentor to an incoming member. This gives her a chance to share the NAWIC experience with someone else while allowing her to feel like a contributing member.
8. Remember RETENTION. Immediately after a new member is recruited and oriented, begin thinking of ways to retain her. Do not assume you know what the new member wants from her membership. Ask first, then strive to meet her needs.

### Tentative Meeting Schedule

#### Welcome and Social Time

#### Program and Meeting

1. History of the Association
  - a. Our beginning in Fort Worth; Chapter charter date
  - b. How many regions; how many states in your region
  - c. Other historical information
2. Educational Opportunities
  - a. National and local scholarship programs
  - b. Local seminars and workshops
  - c. NAWIC Education Foundation Courses
3. Regional Conferences, Forum and Annual Meeting
  - a. Time of year
  - b. Purpose of each
  - c. Bidding for place: who, what, when and how
4. Professional Education
  - a. Guest speaker each month
  - b. Social contacts (develop friendships)
  - c. Other activities (parties, tours, etc.)
5. Chapter Bylaws
  - a. NAWIC Object
6. Getting Involved on Committees
  - a. Identify Standing Committees
  - b. Identify Special Committees
  - c. Stress importance of serving on committees
  - d. Pass out committee sign up sheet
7. Learn the NAWIC Pledge
8. Question and answer session
9. Collect committee sign-up sheets

**Fact:**

Membership retention starts the minute a member joins; not when it's time to collect dues!

**Fact:**

Members who become active during their first year are more likely to renew than those that do not.

**Fact:**

Each year NAWIC loses approximately ¼ of its membership because of non-renewals.

**Fact:**

You can make a difference and reverse this trend by establishing a regular, on-going chapter retention program. Some suggestions are...

## CHAPTER RETENTION STRATEGIES

New Member Programs	Ongoing Programs
Buddy Programs	Annual report
First-time convention attendee buddy program	Awards
Membership card or certificate	Benefits listing in the <i>IMAGE</i> , chapter newsletter
Focus groups	Contests
On-Line Membership directory	Exit interviews, surveys
“How’s it going?” letters, postcards, and telephone calls at the six-month mark	Focus groups
Information on what to expect at a convention/meeting	Member attitude surveys
Latest issue of the <i>IMAGE</i> and chapter newsletter	Member discounts on products, services
New member newsletter	Member get a member drive
New member orientation	Member sponsorship programs, offering prizes, discounts
New member coupon book, with discount coupons to entice new members to take advantage of products or services	Personal involvement of volunteer leaders, other members
New member recognition programs	Phone-a-thons
New member surveys	Postcards, letters, calls from sponsors of delinquent members
Welcoming committee, welcoming letter	Retention letters, brochures
New member ribbons to be worn during meetings or other functions	Special anniversary letters (1 year, 3 years, 5 years, 10 years)
Remind new members that the NAWIC Office will mail out renewals in August	“Why didn’t you renew?” letter, telephone calls

**Note:** Some of these ideas may already be in place in your chapter, however, many are proven programs just waiting to be implemented.

## **10 STEPS TO RETAIN MEMBERS**

1. After Chapter elections, the President-Elect should select the next year's committee chairmen and members. They should immediately begin to meet and formulate goals and activities for their year. Once a member is committed and working on a committee, it is realistic that she will renew.
2. The President or Membership Chairman should send a letter to each member's employer, thanking them for their support, whether it is financial or otherwise.
3. The President-Elect should send a letter to each member outlining the next year's goals, speakers, workshops, etc.,
4. At the August business meeting, seek out newer members for their ideas and suggestions. Listen to them and pursue their ideas, if feasible.
5. Mentors are always a good and productive idea. They should keep in close contact with the newer members at all times.
6. At the Chapter Installation acknowledge all the new members present.
7. The Treasurer and Membership Chairman should be in regular contact to follow up on dues renewals received.
8. A telephone committee should contact each and every member who has not renewed by October 15th. Explain the \$15 penalty she will be charged for dues postmarked after October 31<sup>st</sup>.
10. Do not wait until the end of the year to contact non-attending members. Once a member has missed two (2) business meetings send a postcard, telephone or email them. No matter what the reason for their absence, contact them at once !!!

These are tried and true ideas, which can greatly affect YOUR Chapter's future... TRY THEM AND SEE FOR YOURSELF!!!

## **TOOLS TO RECRUIT & RETAIN**

Check off the ideas your chapter currently uses to recruit and retain members. Then, choose at least ten (10) NEW ideas your chapter can put to use immediately. Place a number (1-10) beside each new idea in the order you plan to put them into action.

As each idea is a success, check it off. By the time you're finished, your new member and renewing member totals should soar! Keep this checklist year after year, trying new ideas and improving upon proven successes.

Keep in mind, if you try something and it isn't a success, just choose something else and keep going. The more ideas you choose the greater the difference in your membership totals!

### **Chapter Recruit/Retain Checklist**

1. Sponsor a "We Want You Back" campaign. Send a letter to former chapter members. Personalize it. Begin the first paragraph with, "Since you've been gone..." or "We miss you..."
2. Contact other association's local chapters and trade-out prospective members. Advertise in their chapter newsletter.
3. Have someone who is a proven recruiter "train" other members on her strategies. Discuss what to say to rejections, how to follow-up, etc. Make training fun. Offer incentives for those who put suggestions into practice.
4. Hold a "Two Minute Drill" at a chapter meeting. Pass out prospect pads to each member, and then ask that they fill them out with membership leads (colleagues, subcontractors, suppliers, or anyone who is eligible for membership). At the end of two minutes, collect all leads in a container and draw one. The person who submitted the chosen lead receives a prize. The chapter membership chairman and/or her committee should follow-up on all leads.
5. Compile a chapter prospect list from member leads. These can include names generated from the "Two Minute Drill" as well as: former members, trade directories, yellow pages, other associations, licensing/accrediting agencies, etc.
6. Give each member three names (only) from your chapter prospect list (preferably people they do not know). Ask the member to call and invite prospects to a meeting. Give each person a chapter and NAWIC Facts sheet so she can answer general questions.

7. Hold a member orientation. Have a seasoned member give a short speech on what NAWIC has meant to her over the years and what NAWIC can continue to mean in the future. Distribute a brief synopsis on each chapter committee and their function. If possible, plan this close to renewal time.
8. Have your telephone committee contact every member who misses a single meeting. Let them know they were missed and that you look forward to seeing them at the next meeting. If anyone misses more than two meetings, ask a board member to contact them and discuss it. This may be a “now or never” opportunity to save a potential non-renewal.
10. Give new members a sample press release they can send to local newspapers announcing their affiliation with NAWIC. (Offer to send it for them, but discuss it first, so they know it is being done!)
11. Hold renewal phone-a-thons. Contact each member at least thirty days prior to renewal time advising that their renewal notice will soon be in the mail and that you look forward to having them as part of your chapter for another year.
12. Send “Thank You for Renewing” notices to all renewals. Send “Thank You for Joining” notices to all new members.
13. Send congratulatory notes to members when they are recognized for services to their company or other volunteer organizations. Send completed “Members in the News” forms to the NAWIC Office for publication in The NAWIC Image.
14. Hold a chapter breakfast or luncheon meeting. Be sure to invite past members who have left because of late meetings, inconvenient meeting times or lack of childcare.
15. Host a chapter reunion party. Invite anyone who was ever a member of your chapter. Include invitations, or send a representative, to employers who previously sponsored members. Have a speaker talk about past chapter accomplishments and plans for the future.
16. Prepare prospective member folders which include an invitation to join, chapter fact sheet, membership application, membership brochure, NEF brochure, calendar of events (scheduled speakers and/or programs), recent chapter newsletter, meeting announcement card, membership roster, contact name and telephone number. Give three folders to each member and ask her to put them in the mail the following week to prospective members.
17. Prepare membership surveys and distribute them to all chapter members. Have members complete the surveys during the meeting and collect them afterwards. Include questions such as: “What program/speaker did you enjoy most?”, “What program/speaker would you like to see in the future?”, “What do you enjoy most about your membership?”, “What would you like to see changed?” Repeat this once every six months.
18. Establish “welcoming” committees to ensure ALL members feel they belong—especially first year members who sometimes feel neglected after the first few meetings.
19. Include information on new members and their employers in the first available chapter bulletin.
20. Assign a mentor to each new member who will answer questions, offer a ride, check-up with phone calls, - anything and everything to help members feel welcomed. Keep this up for a year.
21. Invite all new members to be part of a committee. Keep it simple but worthwhile! Offer guidance so they do not feel like they are in a “sink or swim” situation.
22. Participate in a trade show. Distribute meeting announcement cards, brochures, etc. Collect business cards, prospect pads, etc.
23. Hold a joint meeting or co-host a seminar with another association such as AGC, ABC, AIA, etc.
24. Actively participate in WIC Week.
25. With employer’s permission, include membership brochures and meeting announcement cards with correspondence and/or monthly billing.
26. Host a Block-Kids contest, participate in a Career Fair, speak at local schools—any activity that will increase industry awareness and promote NAWIC.

27. Make sure ALL recruiters receive recognition for their efforts. This can be accomplished through recognition, awards, applause, thank you notes, discounted dinners, etc.
28. Have all members wear name badges when new or prospective members are attending meetings.
29. Add new members to the chapter roster immediately! Give them a copy so they can see in black and white that they belong.
30. Give each new member a special gift such as a business card holder with all the current members and/or their company's business cards already included
31. Send thank you notes to all members participating in chapter projects at all levels. Do the same to employers who show their support, regardless of how extensive.
32. Hold a hospitality hour prior to a meeting. Provide a networking table where members can set out company brochures, fliers, and/or business cards.
33. Have the President-Elect send a personalized letter to each member highlighting her goals for the year along with speakers and workshops she has planned immediately following her election.
34. Order membership materials as needed from the NAWIC Office.
35. Encourage recruiters to assist in first time renewals through chapter contests, incentives, etc.
36. Provide logo sheets to all new and current members for use on their letterhead and/or business cards. Remind members they can order business cards directly from the NAWIC Store.
37. Encourage board members to send letters to members they have the greatest influence over asking them to renew and thanking them for being part of the chapter.
38. Establish a "retention" committee. Within the committee guidelines establish goals and investigate funds to ensure these goals can be met.
39. Distribute Rolodex cards to new members with their mentor's name, address, and telephone number already on the card.
40. Feature a "Member of the Month" in your chapter newsletter – be sure to highlight firms.
41. Have pledge cards printed by a local quick print. Distribute one to each member. Ask that they fill in the pledge card with the name of a prospective member they "pledge" to get to join NAWIC. Each card should be signed by the current member and dated. As each member succeeds in her pledge, recognize her efforts. Do this at least once every three months.
42. List renewals in your chapter bulletin. Include subsections titled: First Year Anniversary Members, Second Year Anniversary Members, Five Year Anniversary Member, etc., along with a brief "We're Glad to Have YOU".
43. Offer members' firms the chance to advertise a free business card size ad once per calendar year in your chapter bulletin.
44. Utilize chapter members as program speakers. Let other area construction industry associations know about these individuals.
45. Give each new member a survey asking why she joined and what she hopes to "get for her investment." Give a copy of this survey to your chapter's retention chairman and immediately begin to focus on meeting your new member's needs.
46. Maintain active job-referral opportunities for both members and their firms. Have one person in charge of coordinating both.
47. Do an "exit survey" on a regular basis to determine why members have left the chapter. Try to access their reasons objectively and, when possible, let positive change result from the information. Send post cards to all members who respond, thanking them for their input. Add the names to a "past member" prospect list and contact them at a later date.

## KEEPING MEMBERS HAPPY

Each year, a percentage of NAWIC members choose not to renew their membership. Obviously, job transfers are inevitable and can often make it impossible for a member to continue to participate in her chapter. However, the majority of members who fail to pay their annual dues do so because they are dissatisfied with NAWIC chapter programs and member benefits. Past experience has proven that the majority of these members would continue their membership if they received the same type of personal attention devoted to prospective members.

The obligation to the new member begins when she is accepted for membership. At that time, she has been promised that the time, money and effort devoted to NAWIC would be worthwhile. It is now up to the chapter to produce results. The new member should feel welcome. She should be introduced to the operation of the chapter so that she understands all its functions and services. She should be encouraged to make new friends, and she should be made aware of the opportunity to work for self-improvement through participation in chapter activities. These obligations on the part of the chapter require thorough planning and careful execution.

An orientation should be held for new members immediately after being accepted for membership (consult your NAWIC Operations Manual on how to conduct an orientation program). Induct the new members at the next scheduled meeting. **DO NOT delay this!** Many members feel they are not members until they have been inducted.

Her sponsor might escort the new member to her first meeting. A special greeting or hospitality committee should be ready to welcome her, arrange introductions and see that she is put at ease. Have a membership badge for her. Many chapters use a ribbon or badge insert or a special color to denote new members (this distinction should remain on the new member's badge for a minimum of four months). At an appropriate time during the meeting, invite the new member to stand while being introduced. Her business and educational background can be briefly described. In some chapters, each new member's sponsor is asked to do this. This is also an excellent time to furnish the new member with a chapter roster, and some chapters give new members a red rose at this meeting.

The greatest rewards of NAWIC membership go to those who give to the Chapter and Association as well as receive from it. This pattern of give and take is established during the member's first months of membership. The president and membership chairman has the responsibility to lead new members into active participation. The best way of involving a new member in chapter activities is to assign her to a working committee at the earliest opportunity.

The membership chairman should try to learn of members who are not satisfied before the problem becomes serious and take all possible steps to solve the problem. The concerned member should be told what is being done or why her problem cannot be solved. For this, close liaison with board members is essential.

One of the best places to acquire early awareness of member problems is the hospitality hour. If all members of the membership committee move around during this period, it's often possible to spot problems which, if left unattended, can lead to a membership loss. Also, keep in touch with the committee that telephones members before each meeting. Sometimes a member who is thinking of dropping her membership may make some comment when telephoned. Experience shows that about 20 percent of the members who actually resign or terminate will rejoin simply by being told that somebody cares. But, when all efforts to retain the member fail, it is important to learn the real reason.

To retain a member or determine her real motives for leaving requires two-way communication. This means face-to-face conversation where ideas can be freely exchanged and where you can catch shadings of voice and expression. If, for some reason, a personal interview is out of the question, a telephone call may reluctantly be accepted. In this case, every effort should be made to use a member who knows the non-renewing member. Many chapters have found that past chapter presidents are particularly helpful in this function for several reasons: 1) past presidents know the importance of member relation, 2) they probably know the member on whom they are calling, 3) they are helped by the prestige of their past office, 4) they understand the benefits of NAWIC membership, 5) they can guide the member to become active in the appropriate areas, and 6) they provide continuity to the membership effort.



It is vitally important for the Board to learn about member problems and to take prompt action, if possible. Driving distance, parking, location problems, poor food, meeting time, meetings that take too long, etc., are matters for the Board. If the monthly meeting falls on the same night as another meeting a member must attend, a survey may reveal others with the same problem. Meeting on another night may increase attendance and rekindle interest.

If members feel meetings are impersonal, check the effectiveness of the hospitality committee. A disinterested member may not be the only one dissatisfied with some aspect of the monthly meeting, or who would like an occasional meeting devoted to a particular phase of the industry. If her career has moved in a direction where the meeting subjects are of less value to her, try to show her that other activities are available. Above all, try to find a job in the chapter for each member.

## **SPECIAL FACTORS AFFECTING ATTENDANCE**

The program should be one which members can obtain only at NAWIC meetings. Some diversification is needed, but the emphasis should be on the industry and related subjects as well as career development.

Advance notices of meetings should be made in ample time for members to make plans to attend the meeting. If meeting notices are late, members may have made other plans; if they are made too early, the date may be forgotten.

The chapter's newsletter should sell the speaker, subject, and the program for the evening.

Publicity keeps the business community informed on the educational aspects of the Association. Newspaper, radio and TV coverage is encouraged. Meetings can be highlighted as "Executive Appreciation Night," "Management Night," etc.

Introducing new members to the membership in a special way at meetings helps new members feel more a part of the chapter and will encourage frequent attendance.

Identification badges encourage fellowship. They serve to identify members and invite a friendly smile which otherwise might be omitted because of a forgotten name.

# MENTOR PROGRAM

**Purpose:** One-on-one nurturing of new members to provide an understanding of:

1. NAWIC Committees
2. NAWIC Offices (locally and nationally)
3. Chapter operations and functions
4. NAWIC Operations Manual
5. Regional and National Conferences, Forums, Conventions
6. Educational Programs that are available
7. NAWIC Publications (*IMAGE*, *Connection*, Chapter Bulletin, and Director's Newsletter)

And to

1. Answer any other questions new members may have
2. Involve new members in at least one committee activity or project
3. Discover new members' areas of expertise and interest and assist them in becoming a working part of NAWIC

**Rationale:** This concept is similar to a "Buddy" System or "Mentor" Program. The key is that one member is specifically responsible for that new member and is accountable for her involvement and retention.

**Recommendation:** That mentors be appointed for all new members as they join and that mentors be appointed immediately for members who have joined in the past year or two (depending on how many new members have joined in this time period).

**Procedure:** The Chapter Mentor Coordinator shall –

1. Request volunteers who fill out an application to be a part of the program.
2. Appoint a Mentor to each new member, giving consideration to:
  - Personal compatibility
  - Company compatibility (similar jobs but not necessarily with a competitor)
  - Mentor's experience in NAWIC and in the industry
  - Location – if in a widespread area, attempt to make assignments based on who lives/works in the same vicinity.

## **Each Mentor Shall:**

1. Meet with the new member at least once each month outside of the regular NAWIC meeting. Meet her for lunch, invite her to your home for dinner, invite her to attend a seminar, meeting, or other industry function with you.
2. Call the new member the week before the meeting to make sure she's planning to attend, has made her dinner reservation, etc.
3. Sit with the new member at your regular meeting, introduce her and acquaint her with all other members (not just the members who are your own personal friends). Circulate with her!
4. Share your experience and knowledge on all areas as outlined above under "Purpose". It is your responsibility to involve this new member in chapter, regional, and national activities and to ensure that she is fully knowledgeable in all aspects of the Association.
5. When possible, appropriate, and financially feasible, remember your member with a small token (for her birthday, holidays, NAWIC achievements, etc.). Suggestions might include:
  - a. A business card carrying case or NAWIC Membership Pin (if your chapter does not give these)
  - b. NAWIC stationery or note cards
  - c. NAWIC membership plaque for her office
  - d. Other items depicting the red rose (NAWIC Flower), stationery, coffee cup, stickpin or other jewelry
  - e. Small item useful in her job or profession
  - f. Appropriate card or note
6. Continue the above activities for twelve months after this appointment and to whatever extent is possible thereafter.

## **MENTOR PROGRAM CHAPTER MENTOR COORDINATOR**

**POSITION:** The Chapter Mentor Coordinator shall be the Chapter Membership Chairman or a member of the Membership Committee whom the Chairman appoints.

**DUTIES:** The Chapter Mentor Coordinator shall:

1. Disburse collect and review Mentor Applications from members.
2. Immediately appoint Mentors for new members as they join and for new members who joined in the past year (or the past two years, depending on the number of new members and Mentors available).
3. Prepare a three-ring pocket folder for each Mentor. These folders should contain the following items:
  - a. Mentor Program Purpose and Guidelines.
  - b. List of Chapter Committees with a one-sentence description of each.
  - c. Membership Brochures
  - d. Current price list of items available for sale from the NAWIC Store.
4. Call all Mentors at least once every two or three months to check on what they have been doing for, or with, their new members.
5. If a Mentor's situation changes and she is unable to follow through on her commitment, ask her if you may relieve her of this duty and call upon her again in the future when she is able to serve. Then appoint a new Mentor for the new member.
6. In the case of newly chartered chapters, the sponsoring chapter may appoint special "Long Distance" Mentors for each member to maintain a one-on-one contact by mail and telephone.
7. Report Mentor activity to the Chapter Membership Chairman who will report to the President and/or Board.

## WHAT IS THE MEMBERSHIP BLITZ?

The “Blitz” is a short-term (1 to 5) day telephone solicitation program designed to bring the maximum number of new members into NAWIC utilizing the creative talents and influence of chapter leaders.

Members on your Blitz Committee or Membership Committee are organized into two teams (red and white are naturally good choices). Your Blitz can take place anywhere and anytime you can get access to a group of telephones.

Team members then make calls to pre-screened, qualified membership prospects for a period of three to four hours. With each call, they inform the prospect about NAWIC, answer any questions they may have about the association and request the opportunity to personally sponsor the prospect as a new member in NAWIC.

Each time a caller gets an interested prospect, a bell is rung, a score goes up on her team’s board next to her name, and the facilitator gives a cheer (reinforcement).

The facilitator is your Blitz “ramrod”. She performs as coach, cheerleader, bell ringer, whistle blower, score keeper and, if needed, referee. Your Blitz Committee could come up with some kind of prize for the winning team and/or the caller with the most commitments.

The atmosphere created in the Blitz room encourages good results. The room is filled with motivational signs, scoreboards, tally boards, new member listings, balloons or any other props you care to use.

This entire event takes on the flavor of an athletic contest and the participants have a great time. The experience is reinforcing to the current members, a great confidence builder and virtual milestone in NAWIC’s history due to the large base of new members who can potentially come in at the same time.

Proper preparation, the element of fun, meaningful competition with a single purpose and enthusiastic member participation are the key elements for a successful Blitz.

When asked their reason for not joining our organization prior to the Blitz, most new members will respond “...because, I’ve never heard of NAWIC,” or “I had never been asked!” Just because you may have mailed brochures to a prospect or she attended a chapter meeting or two is not the same thing as personally asking her to join.

## THE CONCEPT-WHY IT WORKS!

1. **Group Participation:** Since your members will be involved in this program with other members, they sense a strong tie in the common effort and gather strength from one another. This feeling of group binds the teams into an effective force for getting new members.
2. **Peer Pressure:** Members are involved with each other on an on going basis through chapter activities or in business. No one wants to let another in the group get the upper hand; therefore your callers will push harder than usual to keep up with the performance level of the rest of the group.
3. **Gamesmanship:** The fact that this program takes on the flavor of an athletic event is no small coincidence. The old “school yard” spirit grabs the callers and they are carried away in a game with scores, rewards, high excitement, suspense and victories.
4. **Individual Competition:** NAWIC members are among the most competitive in their field. They or their companies bid for work every week in a highly competitive industry so when members are sitting across the table from one another, all trying to out do the next one, rivalry is a great motivator.
5. **Pride of Membership:** Your membership in NAWIC and the benefits you receive from it are excellent incentives. We all belong to one of the most professional organizations for women in existence and are committed to its goals and objectives. We believe in NAWIC and pass that along to the prospects.
6. **Clout in the Industry:** Many of your callers or their companies are well known in the industry and have already gained the respect of many of the prospects they are calling. Aside from that, they or their employer probably do business with many of these prospects on a regular basis. This clout factor can be one of the keys to success in the Blitz.
7. **Salesmanship:** Every NAWIC member is (or should be) a good salesperson for our association. Members are successful in their everyday business and this comes across on the phone.
8. **Great Fun:** One of the greatest incentives of all is the pleasure these participants take in being part of the action. They simply have a good time being in the Blitz. It’s a lot of fun!

## **NINE KEYS TO A SUCCESSFUL BLITZ**

1. Get good team captains. This is no place for chapter “malcontents”.
2. Callers should know their industry (i.e. Builders, Highway etc.)
3. Have correct information on prospect cards.
4. The Blitz Chairman and committee should always make reminder follow-up calls to all participants prior to every occasion (planning sessions, orientations, Blitz Day, reception to welcome the new members, etc...).
5. Prepare PLENTY of information packets in advance. You will do better than you expect.
6. Give a GOOD orientation to callers on or before Blitz day. They should use the script when making their calls (the system works).
7. Get the “Most Wanted Lists” filled out from all callers in advance and cards prepared or pulled on their prospects.
8. Make sure to get TIMELY delivery of all information packets (within two days).
9. Good telephone supervision, tabulation, preparation and overall event management are important on Blitz Day.

## **TIPS FOR SUCCESSFUL TELEPHONE RECRUITMENT**

### Before the Call

1. Get a good list of prospects
2. Qualify the prospects
3. Know why you’re calling (objective)
4. Develop questions (anticipate)
5. Prepare your opening statement

### Making the Call

1. Identify yourself and your organization
2. Establish rapport
3. Create interest
4. Deliver your message
5. Sell benefits
6. Handle objections
7. Close the conversation- ask for commitment
8. Wrap-up

### Follow up the Call

#### Things to Keep in Mind

1. Prepare mentally
2. Prepare physically
3. Put yourself in the prospect’s shoes
4. Keep smiling
5. Watch your speed and pitch of your speech
6. Be a good listener
7. Don’t be in a hurry to hang up
8. If you’re using volunteers, train them.

## WHERE DO YOU FIND PROSPECTS?

Your best bet is look to yourself. Go through your Rolodex, your business cards, your contacts with suppliers, manufacturers, advertisers, solicitors, and ask your colleagues, friends, and relatives.

Look through your telephone book, publications, newspapers, trade journals, etc.

Review your "past" chapter files. Maybe there is someone who is no longer a member just waiting for the opportunity to rejoin. The same holds true for anyone who has attended a meeting over the last two years but is still not a member.

Contact other area associations; ask if you can mail their members information about your local NAWIC chapter and vice-versa.

Chambers of Commerce generally has a number of business lists they will furnish upon request. (Check first to see if there is a fee.)

Participate in a local trade show; ask for business cards in return for a gift, such as a Construction Dictionary. You'll have an instant "Prospect List".

Use the internet. Do research on the construction companies in your area.

Teamwork! There are probably many other ways you can think to build your prospect list if you just put your heads together!

## BUILDING YOUR PROSPECT LIST

In developing your prospect list, **think**. Include every available resource or existing listing available in our industry. Here is a list of starting sources to include at a minimum:

- A. Prospective member forms turned in by current members
- B. DOT approved bidders list
- C. Builder's exchange list
- D. Other associations' directories or mailing list such as: AGC, ABC, CSI, ASA, etc. (Your Industry Liaison committee can help here.)
- E. Dodge Reports and Construction Reports
- F. Trade publications (local, regional and national)
- G. Members' pre-job conference sub-bidders' list
- H. Members' regular bidders' list
- I. State Board of Contractors list of licensed contractors
- J. City directories, telephone directories or other directories
- K. Anything else you can get your hands on

Putting your prospect list together is easy. The next step, your investigative work, is not! Your prospects' companies will have to be contacted, and the name (or names) of prospective members will have to be ascertained. If your chapter is not able to stage a Membership Blitz during working hours, you'll have to come up with home phone numbers for your prospects.

This all sounds like a tremendous amount of work and it is! But, if recruiting new members were easy, our current membership would number 50,000 rather than the current 6,000.

Remember, NAWIC is alive. It grows every day through **your** efforts. Be assured that if your chapter makes the commitment to undertake a Membership Blitz, you'll get a lot more in return than what you originally put into it.

## **WE HAVE OUR PROSPECT LIST — NOW WHAT?**

1. Make your initial contact by letter. Several samples are enclosed but feel free to create your own. Consider creating a direct-mail committee. It's fine to have every chapter member on the committee. The more the merrier! You will need one person "in charge" to ensure nothing falls through the cracks. The Chapter Membership Promotion Chairman is the ideal candidate. She should coordinate the printing and mailing of the letters in a timely manner.
2. Wait a week after mailing. If a prospect hasn't contacted you, contact her. This can be done by dividing the names among those on the "direct mail" committee.
3. Contact the prospect by telephone, and personally invite her to an upcoming chapter meeting. Suggest she bring a colleague. Many times this makes her feel more comfortable and broadens your prospect base!
4. The day before the meeting, call and remind your prospect about time and location.
5. Once the prospect is there, **MAKE HER FEEL WELCOME**. This is so simple and yet many prospective members say they never felt "welcomed" by a chapter. A Welcoming Committee whose function is to address this issue works great but should not be entirely held accountable. Every chapter member should do her part to welcome prospective members.
6. Keep your meetings professional and functional at all times, being sure to introduce prospects.
7. Once prospects become members, you will have an entirely new source to draw prospective members from! Why not do another direct mail campaign?

### **Important to remember...**

Maintain your prospect list: Changing, adding, deleting regularly.

Use Post Card for meeting announcements reminders and for personal "thanks for attending" notes.

Even if a prospect emphatically tells you "no thank you" that doesn't mean she won't want to become a member a year from now. Keep her on a "quarterly" list and periodically make contact.

After the prospect joins, she is a great candidate for the Welcome Committee.



## TELEPHONE BLITZ PRESENTATION

Hello, my name is \_\_\_\_\_ with \_\_\_\_\_ (company name), but today, I'm working as a VOLUNTEER with the \_\_\_\_\_ (chapter name) of the National Association of Women in Construction. You have been selected as a candidate for membership in NAWIC.

- Are you familiar with NAWIC?
- Are you aware of what NAWIC is doing?
- Do you know about NAWIC and its programs?

I am a member and I've benefited greatly from my membership. I'm sure you will find membership in NAWIC will be good for you too. For instance:

\*\* List reasons why you belong

- \* \_\_\_\_\_
- \* \_\_\_\_\_
- \* \_\_\_\_\_

You can also be listed in the annual \_\_\_\_\_ (chapter name) Membership Directory. It's a valuable reference source and excellent for business contacts.

You'll receive our monthly chapter bulletin, \_\_\_\_\_ (bulletin name), and our national publication, the NAWIC *IMAGE*, which contains updates on important industry issues such as labor, legal, insurance, legislation, safety, equal opportunity/affirmative action and inter-industry relations, to name a few. Also, you can attend seminars, workshops and NAWIC general membership meetings locally, regionally and nationally. These meetings provide the opportunity for you to get to know people in the industry and become better informed about industry issues. Also, your investment in NAWIC may be a tax deductible business expense, for your employer or yourself. Check with your accountant.

I WOULD LIKE TO PERSONALLY INVITE YOU TO JOIN NAWIC! Annual dues, which cover both your chapter and national dues, are \$\_\_\_\_\_.

I'm sure you would like to see what we're all about before you commit to join. Won't you be my guest at our next chapter meeting on \_\_\_\_\_?

When your caller expresses an interest in joining, or just wants to get more information, complete the following details:

1. Confirm the correct spelling of her name, company name and mailing address.
2. Advise that an information packet containing the membership and employer brochures, a general letter of information on your local chapter and an application for membership will be mailed to her.
3. Give her details (time, locations, etc.) of the next monthly membership meeting.
4. Tell her how excited you are at the prospect of her becoming a member of NAWIC and that you look forward to meeting her.

## TELEPHONE BLITZ FOLLOW-UP

Once you have a prospect who has committed to attending your chapter meeting, assign a chapter member to be her mentor. The mentor will:

1. Call the prospect the day before the meeting and remind her to attend.
2. Offer to give the prospect a ride; encourage her to invite a colleague or whatever she would like to make her feel more comfortable.
3. Wait for your prospect at the door and make her feel welcome!
4. Have members introduce themselves and where they work. Introduce the prospect and ask that she tell a little about herself.
5. If feasible, have everyone wear name badges, including prospects.
6. At the close of the meeting, thank her for attending.
7. If the prospect is unsure about joining, remember, some people just need a little more convincing than others do. Send her a “thank you for attending” postcard or letter. Wait five days then follow-up again. Invite her to the next meeting; begin again with Step #1.
8. Don’t give-up—with a little perseverance, you’ll have another new member!

### Other considerations

You might want to have someone in your chapter give a brief talk on how NAWIC has helped her succeed in her career. (This shouldn’t be used as a “hard sell” tactic but as a chance to inform.)

After the prospect joins, be sure she is sent a “welcome aboard” letter. If not self-employed, ask permission to send the same to her employer.

An active member is a renewing member. Get new members on a committee. Studies have proven that when a member feels she is part of a chapter, she is more likely to renew.

Educate your member! The best retention tool in your chapter’s possession is knowledge. Share what you know about NAWIC and all members will benefit.

## RETENTION TELEPHONE BLITZ

Once your chapter’s membership totals are on the rise, you will want to do what you can to retain those same members. A retention telephone blitz, when done with the right enthusiasm, can offer a more personal presentation to the entire membership renewal process.

The size of your chapter dictates the number of people who should be involved in this blitz. Feel free to have as many people involved as you feel are necessary. (Don’t forget to acknowledge them for their efforts.)

Keep in mind, these are only guidelines for making a renewal call. Feel free to change as best suits your individual chapter.

A. Try to use the member’s name at least twice, it helps create a positive and personal image.

B. Have index cards on each member you plan to call.

1. Immediately identify yourself and your chapter.
2. Establish rapport quickly, “Hello Jane, we missed you last month.”
3. State the reason for your call, “We haven’t received your membership dues renewal.”
4. Deliver the message, “We are wondering if there might be a problem we could put our heads together and solve.”
5. Offer benefits/handle objections.
6. Wrap up the call. If the member has agreed to renew, reconfirm the commitment. If a member is undecided ask, “What can I do to help you decide to renew,” and if they refuse, listen objectively to her reasoning and make notes. Comments of non-renewals are important in assessing where your chapter could improve.
7. Thank the member for her time.
8. Write members’ responses on their cards.
9. Follow-up as necessary.

## POSSIBLE OBJECTIONS/RESPONSES

**O:** What's in for me?

**R:** Everything related to women in the construction industry. For instance, there are our professional education programs, seminars, blue-print reading classes, association liaison contacts, networking opportunities, the NAWIC *IMAGE*... just to name a few! Wouldn't you agree? There's a lot for you when you continue your membership in NAWIC.

**O:** I'm unemployed right now. When I get another job in the industry, I'll let you know.

**R:** That's when you need your NAWIC contacts more than ever! We're here to help you through those tough times, offering moral support and career advice. Even though you're not currently employed, you were a member for more than a year so you're eligible as a sustaining member to renew. Why not come to the next meeting? We'll spread the word that you're looking for a job.

**O:** NAWIC membership costs too much. I can't afford it and my employer won't pay my dues.

**R:** NAWIC isn't asking you to give your money away, it's recommending that you invest it in your career and your future. Considering the knowledge and expertise you gain from your membership, the price is low. When you increase your knowledge, you increase your worth and your earning potential! Your membership cost cents a day and in return you get professional education programs, networking and business contacts throughout the year. How can you afford not to be a member?

**O:** There's already someone in my office that's a member. She's going to keep me informed.

**R:** That's great! But there's so much more you can receive by renewing your membership that you just can't get any other way. For instance: discounts on office supplies, rental cars, UPS, UPS Freight, Federal Express, career contacts, networking, credit cards with special member rates, discounts on Anheuser-Busch Theme Parks, plus chapter and national publications and educational programs.

**O:** Maybe later.

**R:** The construction profession changes so rapidly, you can't afford to be on the outskirts. There's so much useful information you stand to lose by missing one professional seminar, one chapter program, one copy of the NAWIC *IMAGE*, or one issue of the chapter bulletin. I really hope you won't delay this decision that impacts your career growth.

**O:** I just don't have time to attend the meetings.

**R:** I know what you mean. My schedule seems to get more hectic every day. But when I think about not attending, I also think about how important it is to my own career to nourish business contacts. Attending NAWIC meetings is putting me in control of my career. When something's that important, you've just got to find time to take care of your future.

**Remember-**There is no need to answer an objection with a long-winded explanation. That just makes it appear as if you have something to hide. Keep it simple and be honest.

## NAWIC CONTEST AND INCENTIVE PROGRAMS

Enclosed in this packet you will find several contests and incentive programs other chapters have found to be successful. These are proven programs designed by actual NAWIC members. Feel free to change them to meet the needs of your individual chapter.

Regardless of which program/contest your chapter chooses, we wish you only the best and that your cooperative team spirit gives you a winning season. On your mark, get set, GO!

### Membership Blitz

On a regular meeting night (encourage greater participation), sponsor a membership recruitment buffet. First, you should have a flyer printed promoting the event (Exhibit A). This can be done on a computer and run through the copy machine on colored paper for the most attention.

Give each current member five to ten of these flyers and ask that they be sent to potential members at least three weeks prior to the event. The flyer should request an RSVP allowing space where the member sending the flyer can add her name and telephone number. This keeps one person from being responsible for the entire event.

If you haven't heard from your prospective member one week prior to the event, follow-up with a phone call. Offer to bring the prospect or meet her somewhere and let her follow you. Invite them to bring a colleague as sometimes this makes first-timers feel more comfortable.

Once you have an acceptance, follow up one or two days prior to the event as a final reminder.

To keep cost at a minimum, two of the chapter members' employers could co-sponsor the buffet. There are certainly other ways to fund such an event. Chapters with extremely tight budgets should consider making this a "social" thus eliminating major food cost.

Individuals from nearby chapters could provide a motivational speech on what NAWIC has done for them. The owners from the sponsoring companies can also speak, expressing how NAWIC benefits them as employers and how they have gained from having employees as members.

**Conclusion:** The chapter that sponsored this event sent approximately forty flyers, which netted around seventeen potential members.

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### SAMPLE

#### NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION

Get Acquainted Party \*

DATE: (Day and Date)

TIME:

PLACE: (Location and Address)

COST:

You are invited to join us for a fun and informative evening. Learn how being a part of NAWIC can benefit you and your company.

(Area to personalize)

NAWIC is an international association that promotes and supports the advancement and employment of women in the construction industry.

RSVP

BY: (Date)

TO: \_\_\_\_\_

FOOD!!!!!!!

DOOR PRIZES!!!!!!!

\* Sponsored by: (List company sponsors)

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## EXHIBIT A

### “TOGETHER WE’LL BRING NEW MEMBERS” CAMPAIGN

**The Goal:** 50 new chapter members.

**The Plan:** “Teams” consisting of two members each were challenged to invite at least one guest to the general membership meeting. If your guest is initiated at the next general membership meeting, the membership committee’s budget will pay for your team’s next general meeting dinner cost! Note: Teams were decided by the membership committee based on compatibility. They felt members who are comfortable together were more likely to recruit together.

**The Rationale:** Most members choose to pay for their guests’ dinners, by having members work in pairs, they can split the cost. Also, this schedule will get the ball rolling and build up your membership totals quickly.

**The Action:** Members must call their partner and compare notes on who they can contact to attend the next meeting. Each team should bring at least one guest but remember, the more, the merrier!

**The Source:** To help stimulate your thought process on finding prospective members, the membership committee will provide you a list of eligible membership categories along with guidelines. There are probably many potential NAWIC members that will jump to your mind after reviewing this list, maybe several you never even considered.

**The Teams:** List all team members so everyone will know whom they are competing with and against.

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### “RED VS WHITE—CHEATING IS ALLOWED”

**Object:** To get as many prospective members as possible!

**Tools:** Mailing labels, red dots, black markers, one red and one white poster board and lots of fun ideas!

1. Have your members sign their names on mailing labels. Half of the labels must have a red dot. Those who sign their names on the red dot labels are on the red team. Their names go on one side of a white poster board. Others are on the white team. Their names go on a red poster board.
2. Draw a line down the center. Prospect names will go on the other side of the board allowing both teams to easily see the number of prospects.
3. Choose your team leaders.
4. It is up to the team leaders to “turn in the prospects.” Send monthly letters to your team members, asking them to look through their rolodexes, call their contacts, whatever it takes to get you those names! Make the letters fun. Offer prizes, challenges, bribes, etc., to get your own team members to participate.
5. Cheat. Example: A white team member can submit the name of a co-worker on the red team if her name wasn’t listed as a prospect on the red poster board.
6. There must be an unbiased judge. The judge keeps the tally. Prospects are turned in at each chapter meeting. She is also responsible for sending brochures, meeting notices and letters to prospects. The judge should also do her fair share of cheating! She should occasionally “let slip” which team is ahead. If she wants to tell the truth about the totals, she can, otherwise she is expected to fib.
7. Suggested running time for this contest is 4-6 months. There must be something at stake, for instance: losing team must serve winning team their next meal!

**Note:** This contest idea was submitted by Nancy Wilkerson of the Pompano Valley, CA Chapter 140. She comments that members worked very hard and had FUN doing it. “There certainly are no losers to this contest. NAWIC is the real winner.” The chapter netted over 200 prospects. Just be sure you have someone to follow-up on all your leads.

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## **“NAWIC AT THE MASTERS” MEMBERSHIP PROMOTION CONTEST**

**Participants:** Each Member

**Shotgun Start:** Oct. 1<sup>st</sup> (or your choice)

**Final Tee Off:** September 30<sup>th</sup> (or your choice)

**Design:** If you cannot obtain the layout of a local golf course, any member can design one. Be sure to include hole numbers, sand traps (for those members who aren't budging) and pins reflecting competing members' names for easy maneuvering.

**Rules of Play:** Each member will advance one hole for each new member she recruits.

**Birdie:** Each member recruiting two members in any month will receive a bonus ½ hole.  
(Example: Two new members = 2 and ½ holes.)

**Hole in One:** Each member recruiting three members in any month will advance one extra hole.  
(Example: Three new members = 4 holes.)

Any member completing six holes will advance to the Grand Masters Course and start again on Hole #1.

Members continue play until final tee off.

**Winner:** The member advancing the most holes at the end of play will receive the grand prize (to be determined/provided by chapter).

In the event of a tie, each winning member will receive a smaller prize (i.e. free dinner) with names going into drawing for a grand prize.

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## **“EACH ONE REACH ONE” CONTEST**

This contest can be an on-going yearly contest or held for a single month, it's up to you. The object is for each member to have at least one prospect attend a chapter meeting. How she reaches that goal is entirely up to her.

Letters, posters, and brochures tell the NAWIC story, but personal contact is still the single most effective method of recruiting new members.

Divide the chapter into teams (no more than four members per team). It is then each team member's responsibility to get at least one prospect to attend. The team that succeeds in having the most prospects at the meeting wins.

Members of the winning team receive suitable recognition each month such as jewelry, plaques, certificates. Other options would be for the winning team to be served steak while everyone else eats hot dogs, etc. Use your imagination and make it FUN!

Not only will the chapter WIN; each member will learn how rewarding, easy and fun recruiting can be!

## **POTPOURRI OF IDEAS**

Taken from NAWIC Chapter/Newsletters!

### **Phoenix, Arizona:**

At the April General Membership Meeting, the person recruiting the most new members during the campaign period of October 1<sup>st</sup> through April 15<sup>th</sup> will receive a Grand Prize Certificate for dinner for two at the Top of the Rock in the "Buttes", compliments of the Minard-Ames Insurance Group. Special "surprises" will be given to those persons who have signed up two or more members during the campaign.

### **Dallas, Texas:**

Be in the Winner's Circle! This February meeting will focus on our new members and prospective new members. Bring a prospective new member to the February meeting and be eligible for one of several prizes. A \$25.00 cash prize will be awarded in addition to NAWIC merchandise prizes. To be eligible, you MUST have a prospective member attend the meeting.

### **San Diego, California:**

Clip This Coupon! Present this coupon at the May NAWIC Chapter #21 meeting and receive a \$3.00 discount off the price of your meal for one non-member guest or prospect!

### **St. Louis, Missouri:**

You will be awarded one point for every name you submit to the membership committee. If you bring a guest to a chapter meeting, you will receive five points. If your guest becomes a member, ten points! At each meeting, the winning member will be recognized with a Certificate and Red Rose. At the end of the year, special prizes will be awarded to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners.

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## **NEW MEMBER INITIATION**

### **SAMPLE**

On behalf of the \_\_\_\_\_ (chapter) \_\_\_\_\_ Chapter, it is a great pleasure to welcome you to the National Association of Women in Construction.

NAWIC is an organization of women working in the construction industry, women who are motivated by a desire for self-improvement and eager to learn how to be of even greater service to their profession and industry. Its membership is diverse and embraces women in all kinds of jobs and at all levels of responsibility within the field of construction.

NAWIC is a truly democratic organization in which every member is important. It is self-governing, non-profit, non-sectarian, non-partisan and has no affiliation with any religious, fraternal or labor group.

On all levels, NAWIC is involved in two primary activities: career development of the individual member in terms of education, and service to the construction industry in terms of scholarship and career recruiting.

And now, it is my pleasure to give you a red rose, which is the flower of the National Association of Women in Construction. You are also being provided with a copy of our chapter roster. Please don't hesitate to call any one of us for help or for information you might need. We give you a Chapter Membership Certificate and card, and hope you will display them with pride.

\_\_\_\_\_ is your mentor. Her name and phone numbers are in the chapter roster. She will be glad to assist you in any way she can.

Congratulations and welcome to the wonderful world of NAWIC!

Will all members please rise and recite with our new member(s) the NAWIC Pledge:

As material for the construction of our building,  
I pledge the agility of my hands,  
The ability of my mind and the integrity of my heart.

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## NEW MEMBER INITIATION

### SAMPLE

It is my pleasure to introduce to the members and guests, these new members of our chapter:

\_\_\_\_\_ with \_\_\_\_\_ Company

\_\_\_\_\_ with \_\_\_\_\_ Company

\_\_\_\_\_ with \_\_\_\_\_ Company

By joining NAWIC, you have expressed your interest in this unique association. We are a privileged group, WE HELP IN BUILDING AMERICA, and we assume definite obligations. Being a concerned association and industry-oriented, it is our desire to learn more about the trades and to be more valuable to our profession.

As a member of NAWIC, you will want to know everything you can about our history, our goals and accomplishments. You are expected to attend the chapter's regular meetings and when you cannot, we ask that you cancel (opt.). We hope you will want to attend the Board of Directors' meetings (opt.) This is where you will learn about YOUR chapter. By doing this you will become enthusiastic, driven with desire to be a full participant in the functions of the association. You will enjoy and benefit by attending regional conferences, regional forum and the NAWIC Annual Meeting held in September. Here you will meet others outside our chapter with similar interest and goals.

We give you a red rose, which is the flower of the National Association. You are also being given a copy of our chapter roster, please don't hesitate to call any one of us for help or for information you might need. We give you a Chapter Membership Certificate and card, and hope you will display them with pride.

\_\_\_\_\_ your mentor is \_\_\_\_\_

\_\_\_\_\_ your mentor is \_\_\_\_\_

\_\_\_\_\_ your mentor is \_\_\_\_\_

Each of your mentors' names and phone numbers is in your chapter roster. They will be glad to assist you in any way they can.

Members, watch for the red ribbon attached to their name tags this year. These are your new members. Please make them feel welcome.

Congratulations to all of you and welcome to the \_\_\_\_\_ (chapter name) Chapter of NAWIC!

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## NEW MEMBER INITIATION

### SAMPLE

Tonight we welcome \_\_\_\_ new members to our chapter. They are \_\_\_\_\_. (Introduce the new member(s) and present a brief resume of her business and personal background.)

As a NAWIC member, you will want to know everything you can about NAWIC. It's history, goals, accomplishments and activities so that you may be a full participant in future achievements. You will want to share NAWIC by sponsoring other eligible women so that our chapter will continue to grow and flourish.

A few minutes each day devoted to reading the NAWIC Manual, including the National and Chapter Bylaws, will help you to become as competent in the world of NAWIC as you are in the business world.

We have an official NAWIC emblem which consists of two concentric circles with the words, "National Association of Women in Construction" between the outer and inner circles, and in the center, the slender figure of a woman holding a plumb bob. (This emblem is copyrighted and may be used or displayed only by affiliated chapters in good standing and their members. Please contact the NAWIC Office for permission to use the emblem.)

CONGRATULATIONS! We know you will enjoy being a NAWIC member, and our chapter will be strengthened through your participation.

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# NEW MEMBER INITIATION

## SAMPLE

**PRESIDENT:** This evening we would like to share with you the welcoming of \_\_\_\_new members into the world of NAWIC. This is a very special moment in the life of a NAWIC member - joining the ever-widening circle of professional women in construction a new opportunity to broaden her horizons!

As I call your name, will you please come forward.

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**MEMBERSHIP CHAIRMAN:** On behalf of the \_\_\_\_\_Chapter of the National Association of Women in Construction, I welcome each of you. It is a real pleasure to have you in our chapter and we look forward to getting to know each of you better. As a member of this organization, you will be working with us toward the furtherance of our “object”.

To unite for their mutual benefit, women who are actively employed in the various phases of the construction industry.

To promote cooperation, fellowship and a better understanding among members of the Association.

To promote education and contribute to the betterment of the construction industry.

To encourage women to pursue and establish their careers in the construction industry.

To provide members an awareness of the legislative process and legislation as it relates to the construction industry.

Do each of you accept and adopt NAWIC’s Object?

(RESPONSE: I Do)

\* \_\_\_\_\_ your mentor is \_\_\_\_\_.

\* \_\_\_\_\_ your mentor is \_\_\_\_\_.

(\*Mentor program optional with chapter.)

Your mentor’s name and phone number are on the front of your manuals. She will be glad to assist you with any needs you might have.

I now declare each of you members in good standing of the \_\_\_\_\_ Chapter # \_\_\_\_ of the National Association of Women in Construction.

**PRESIDENT:** As President of Chapter \_\_\_\_, I extend a most hearty welcome to the wonderful, exciting world of NAWIC. A world in which you will never walk alone. Your family will be on one side of you, your employer and friends at the other, surrounded by the local members of the \_\_\_\_\_ Chapter and by the ever-widening circle of NAWIC members.

Will all members please rise and welcome these new members of NAWIC.

(Applause)

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## NEW MEMBER INITIATION

### SAMPLE

\_\_\_\_\_, we heartily welcome you to active membership in the \_\_\_\_\_chapter #\_\_\_\_\_of the National Association of Women in Construction.

We are proud to have you join us in our unique organization of professional women. It is our sincere hope that your association with NAWIC will be rewarding for many years to come.

As a member of NAWIC, our organization will be known in part for what you do. We ask you to be responsible. You will only be as effective as you are knowledgeable. Learn what our organization stands for, how it works, and what it accomplishes. Strive to be an enthusiastic member, one who gets involved and participates.

We ask you to be encouraged. Only as other members help you will you feel totally welcome and share in the friendship within our Association. Let us know of your special needs or when you have a problem. This is a friendly organization, as well as a professional one; one that is helpful to fill your particular needs as well as use your special talents.

At this time, we ask you to pledge yourself to the ideals and purposes of WOMEN IN CONSTRUCTION. Do you agree to add your time, energy and thoughts to the collective will of other women employed in the construction industry, recognizing that only through cooperation can we fulfill these objectives?

Answer: I will.

Your opportunities as a member are many: new friendships, professional growth through one or more of the educational programs offered by NAWIC, and personal growth through development of your leadership abilities within our organizations.

The \_\_\_\_\_Chapter is active and offers a variety of projects to interest and challenge you. Your talents, experience and participation are in much demand. We want you to be active in our chapter committee work, as well as other NAWIC activities, to help us achieve our goals.

We give you a red rose, which is the flower of the National Association, and a copy of our chapter roster. Please don't hesitate to call any one of us for help or for information you might need. We give you a Chapter Membership Certificate and card and hope you will display them with pride.

Congratulations \_\_\_\_\_, we know you will grow and prosper, and our chapter will strengthen through your participation. Please join me in welcoming our newest members.

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## LETTER TO PROSPECTIVE MEMBERS

### SAMPLE

Date

Name  
Address

Dear \_\_\_\_\_,

**YOUR CAREER CAN ONLY STAY ON TRACK IF YOU TAKE CONTROL!**

The \_\_\_\_\_ Chapter of the National Association of Women in Construction offers you the direction you need to make the right choices in your career and business.

NAWIC is an association with over forty-five years of industry awareness and over 6,000 members in approximately 200 chapters across the United States and Canada. As a member of our chapter, you have the opportunity to take advantage of this network through monthly chapter meetings, professional seminars and business contacts that count.

Won't you join us at our \_\_\_\_\_ meeting? For your information, our speaker will be discussing \_\_\_\_\_.

In today's times, your membership in NAWIC is an investment in yourself!

I have enclosed some additional information on our Association, including a membership application. Again, if I can answer any questions, please call me at \_\_\_\_\_ or fax me at \_\_\_\_\_. For your use I have also enclosed my business card.

Sincerely,

Enc.

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## LETTER TO PROSPECTIVE MEMBERS

### SAMPLE

Date

Name  
Address

Dear \_\_\_\_\_,

As you requested, enclosed is information on the \_\_\_\_\_ Chapter of the National Association of Women in Construction.

NAWIC is an international association of women employed in the construction industry, which promotes that industry and supports the advancement of women within it. The association is also dedicated to the education of our nations' future workforce.

On a chapter level, NAWIC works on a one-to-one basis with members, offering opportunities to enhance leadership skills, making invaluable business contacts and attaining professional growth that cannot be done alone.

Let NAWIC work for you! Enclosed is a membership application and various pieces of information regarding NAWIC. Should you have any questions or need additional information, please feel free to contact me at \_\_\_\_\_ or fax me at \_\_\_\_\_. I have also enclosed my business card for your convenience.

I look forward to hearing from you soon.

Sincerely,

Enc

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# LETTER TO PROSPECTIVE MEMBERS

## SAMPLE

Date

Name  
Address

Dear \_\_\_\_\_,

I would like to introduce you to a unique organization called the National Association of Women in Construction (NAWIC). I feel an introduction is in order because as a woman actively employed in an important phase of the construction industry, you should be a member of NAWIC.

Members are women who hold responsible positions in diverse fields including architecture, general contracting, subcontracting, material suppliers, engineers, construction news services, construction trade associations and those that provide support services for the construction industry.

Since becoming a national organization in 1955, we have grown from 16 founding members to approximately 6,000 members throughout the United States and Canada.

What advantage does NAWIC membership hold for you?

NAWIC's objective is to help you become more competent, efficient and better informed.

We widen your horizon with local chapter programs, regional conferences, a regional forum, a national convention, and through continuing education programs and projects all year.

What advantage does your NAWIC membership offer your employer?

As a member, you will become better acquainted with your industry and people in it; more alert to your company's needs and better prepared to meet those needs. You can contribute significantly to your company's growth and profit as a more professional employee. In addition, you can help open new channels of communication with other firms in the industry.

Enclosed is a membership brochure. Should you have any questions, or need more information, please feel free to contact me at \_\_\_\_\_.

I look forward to hearing from you soon.

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**LETTER TO PROSPECTIVE MEMBERS**  
**SAMPLE**

Date

Name  
Address

Dear \_\_\_\_\_,

I would like to introduce to you a unique organization, The National Association of Women in Construction (NAWIC).

NAWIC is unique because it is a woman's organization in a man's world of construction. It is also unique because it is the only organization that cuts across all facets of the diverse industry.

Its approximately 6,000 members throughout the United States and Canada work for, or are, architects, general contractors, subcontractors, building material suppliers, construction engineers, construction news services, construction trade associations and those that provide support services for the construction industry. Your women employees are eligible for membership!

As members of NAWIC, female employees will be better informed; more alert to your company's needs and better prepared to meet those needs. They can help you open new channels of communication with other firms in construction. As more competent, efficient and professional employees, they can contribute more significantly to your company's growth and profit.

Enclosed is a copy of a NAWIC membership information brochure. We feel your company should be represented among our members and we would be pleased to have your female employees at our next meeting. For your information, we meet the \_\_\_\_ of each month at \_\_\_\_\_.

If I can provide you or your employees with more information, or for dinner reservations, please feel free to contact me at \_\_\_\_\_.

Sincerely,

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**FOLLOW-UP LETTER TO PROSPECTIVE MEMBERS**  
**SAMPLE**

Date

Name  
Address

Dear \_\_\_\_\_,

Thank you for attending our \_\_\_\_\_(date) meeting. We hope you enjoyed the meeting and found it to be beneficial to you and your employer/firm. If you have any questions about becoming a member of NAWIC, please feel free to contact me at \_\_\_\_\_.

Our next regular meeting will be held on \_\_\_\_\_(date/time), at \_\_\_\_\_(location). I hope you will mark this date and plan to join us again. I will be contacting you regarding reservations for the meeting.

I have enclosed some additional information on our Association and again should you have any questions, please call me.

I look forward to seeing you again soon!

Sincerely,

Enc

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**FOLLOW-UP LETTER TO PROSPECTIVE MEMBERS**  
**SAMPLE**

Date

Name  
Address

Dear \_\_\_\_\_,

Thank you for attending our \_\_\_\_\_(date) meeting. I hope you enjoyed the meeting and found it to be beneficial to you and your firm. By the way, I personally had a wonderful time getting to know you!

Our next regular meeting will be held on \_\_\_\_\_(date/time) at \_\_\_\_\_(location). I hope you will calendar this date and plan to join us again. In any event I will be contacting you regarding reservations for the meeting where our speaker will be discussing \_\_\_\_\_.

I have enclosed some additional information on our Association, including a membership application (with a stamped, self-addressed envelope). Again if I can answer any questions, just give me a call at \_\_\_\_\_.

I look forward to seeing you again soon!

Best regards,

Enc

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**LETTER TO PROSPECTIVE EMPLOYERS**  
**SAMPLE**

Date

Name  
Address

Dear \_\_\_\_\_,

**YOUR BUSINESS CAN ONLY STAY ON TRACK IF YOU TAKE CONTROL!**

The \_\_\_\_\_ chapter of the National Association of Women in Construction (NAWIC) offers your employees the direction they need to stay ahead in their careers making them a more valuable asset to your every working day.

NAWIC is an association with forty-five years of industry awareness and approximately 6,000 members in approximately 200 chapters across the United States and Canada.

As a member of our chapter, your employees can take advantage of this network through monthly chapter meetings, professional seminars and business contacts that count.

In today's economically trying times, NAWIC is an investment in tomorrow! Won't you make sure your company is represented at our next chapter meeting (date/time/location)?

If I can provide you or your employees with any additional information, feel free to contact me at (your day/evening number).

Sincerely,

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**FOLLOW-UP LETTER TO NEW MEMBER'S EMPLOYER**  
**SAMPLE**

Date

Name  
Address

Dear \_\_\_\_\_,

Congratulations! We are pleased to advise you that \_\_\_\_\_(new member's name) membership application has been approved by the National Association of Women in Construction (NAWIC).

Founded in 1955, NAWIC is a network of approximately 6,000 members across the United States and Canada encompassing women in all phases of the construction industry, including professional, administrative and trades.

By joining NAWIC, each member is given the opportunity to be of greater service to her company and our industry as a whole. The accumulation of education and knowledge through our increased awareness of our industry is more than a source of personal satisfaction, it is a path to growth and development as well.

We take great pride in our industry, our employers and our purpose. We look forward to your support as well as extend an open invitation for you to join us at any chapter meeting or function.

Again, thank you.

Best regards,

**(NOTE: Ask new member's approval before mailing.)**

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**CONGRATULATIONS NEW MEMBER LETTER**  
**SAMPLE**

Date

Name  
Address

Dear \_\_\_\_\_,

Congratulations! Your membership application has been approved by the NAWIC Office.

We will plan to initiate you at the \_\_\_\_\_(place) general Membership meeting to be held on \_\_\_\_\_(date). Please be sure to call in your reservation to \_\_\_\_\_(name) by \_\_\_\_\_(date) at \_\_\_\_\_(telephone number).

Our speaker for the \_\_\_\_\_(month) meeting should prove to be very interesting. The topic is \_\_\_\_\_(name of topic).

Please be sure to check with me on the meeting night by \_\_\_\_\_(time) to find out about the initiation ceremony.

Again, congratulations and welcome to NAWIC! I am sure you will benefit through your membership, as well as we will from having you.

Sincerely,

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**MEMBER THANK YOU LETTER**  
**SAMPLE**

Date

TO: \_\_\_\_\_ (Members Name)

FROM: \_\_\_\_\_ (Chapter President/Membership Chairman)

As our NAWIC year winds down, I want to personally thank each employer for their support. Please distribute the attached letter to your employer and perhaps you might want to add a personal note of your own.

Besides their support, please accept my heartfelt thanks for the strength and support you have given me.

Sincerely,

Enc

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**EMPLOYER THANK YOU LETTER**  
**SAMPLE**

Date

Dear \_\_\_\_\_ (Employer),

As President/Membership Chairman of the \_\_\_\_\_ Chapter # \_\_\_\_\_ of NAWIC, I would like to personally thank you and your company for supporting our members during the past year.

In the years that I have spent as a member of this Chapter, I have watched us gain strength, confidence and purpose. It is the quality of the members and the encouragement and financial support from their employers that has enabled our chapter to reach its potential. It is inevitable that each member will be of greater service to her company and our industry as a whole.

The accumulation of education, knowledge, and increased awareness of our industry is more than a source of personal satisfaction, it is a path to growth and development as well.

We take great pride in our industry, our employers and our purpose. We look forward to your support again in 20\_\_ - 20\_\_, as well as extending to you an open invitation to join us at any chapter meeting or function.

Again, thank you.

Best regards,

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**“MISS YOU” LETTER**  
**SAMPLE**

Date

Name  
Address

Dear \_\_\_\_\_,

We haven't seen you much this year and wanted to let you know that we miss you.

Each and every member is valued for her ideas, expertise, advice and leadership. We have many new members who depend on learning from members with longer service. We need you!!!

Our next General Membership meeting will be held on \_\_\_\_\_(date) at the offices of \_\_\_\_\_(location). We will be touring their facility. Wine and hors d'oeuvres will be served at a charge of no more than \_\_\_\_\_. We hope to see you at our \_\_\_\_\_(month) meeting.

Sincerely,

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**PRESIDENT-ELECT LETTER**  
**SAMPLE**

Date

TO: Members, \_\_\_\_\_ Chapter # \_\_\_\_\_

It is dues renewal time and a good time to let you know what is planned for the upcoming NAWIC year. There will be some great educational classes, dynamic speakers, new contacts and some great growth potential for those of you who commit some time for participation in this organization.

Some of my goals for NAWIC this year are:

- 1.
- 2.
- 3.

I know all of us are busy with time limitations. There is room for everyone on committees and special projects, those with lots of time to give and those with very little. By joining in, your membership will become more meaningful.

I am looking forward to the upcoming year as your President and the chance to get to know and work with all of you.

Sincerely,

President-Elect