

MBAPC

Membership Recruitment Drive

2023

Recruit, Retain and Reward



MASTER BUILDERS
ASSOCIATION OF PIERCE COUNTY

MBAPC

2023 Membership Recruitment Drive

As a member, you know firsthand the value of a Master Builders Association of Pierce County membership. From our top-notch benefit programs, government affairs & workforce development team, to networking with various industry professionals, memberships offer something for every business in the industry. You encounter many potential new members in your day-to-day business. Because you work with others in the building industry, you have easy access to those in need of what we offer.

This guide is intended to help you understand the rules, keep track of your referrals, and learn tips on how to best invest your time prospecting new members.

What is the SPIKE CLUB?

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

Volunteers who recruit and retain members play a vital role in the growth, development, and stability of an association - they are our "Membership Champions." It is important to recognize these membership champions. Recognition encourages them and others to continue their efforts, which in turn, further strengthens the association.

The SPIKE Program recognizes members who are actively involved in the recruitment and retention of MBAPC membership. You can reach SPIKE status by earning at least six (6) credits. Credits are earned for each new builder or associate you refer that joins our membership.

3-in-1 Membership

Being a member of MBAPC gives you a three-in-one membership. Once you are a member of MBAPC, you are automatically a member of Building Industry Association of Washington (BIAW) and the National Association of Home Builders (NAHB).

These powerful organizations provide advocacy on both state and national levels, as well as delivering even more valuable benefits.

- * Credibility
- * Marketing opportunities
- * Education Classes
- * Networking opportunities
- * Consistent communication on important and professional growth opportunities
- * Advocacy for the home building industry of Pierce County

Member Benefits

Joining has its advantages! Our benefit programs save members thousands each year!

- **Networking:** Active business to business networking relationships at regular meetings throughout the year and special events.
- **Advocate for attainable housing:** At both state and local government levels. Each year we help save thousands of dollars by working local and state regulators.
- **BIAW Health Insurance Program:** Variety of benefit options in group medical, dental, vision, life, and disability plans. Possible 10-20% savings!
- **RETRO PROGRAMS:** Earn refunds on L & I premiums – up to 40% return rate.
- **BIAW Rebate Program:** Earn rebates from more than 35 nationally known companies. Both Builder AND Remodelers qualify. Learn more at www.HBArebates.com
- **NAHB Discounts:** Money Saving discounts to benefit your business, employees, and family. Participating companies include: Houzz, Nissan, GMC, Dell, Office Depot, Lowes and Amazon.
- **Education Programs:** Timely and valuable training and educational programs that promote industry growth.
- **National Purchasing Partners:** Verizon, Priceline, UniFirst Sherwin-Williams, Office Depot, Staples Business Advantage, Airgas, YRC, Pitney Bowes, Skechers Direct, tech21 and more.

Official Rules

1. Every time a NEW MEMBER signs up, 5 contest points and 1 SPIKE is awarded to the person who brought that new member company to MBAPC.
2. Every time an AFFILIATE signs up, 1 contest point and 1/2 SPIKE is awarded to the person who brought that Affiliate in.
3. Every time a member signs up for a RETRO program or the BIAW Health Trust, 10 contest points are awarded to the person who helped get signed up.
4. Contest points do not apply to members brought into neighboring local associations.
5. If there is confusion as to who brought in a particular company, the point will be awarded to the member with verifiable first point of contact regarding MBAPC within the last six months.
6. Must be a member in good standing to participate. All MBAPC members are encouraged to participate.

Points System

New Member 5 Points

*BUILDER

Any firm or corporation that builds, remodels, or develops land commercially or residentially.

*Associate

Any firm or corporation that engages in trade industry or profession related to building.

New Affiliate 1 Point

*Can be Affiliate of existing member or new member

Any person that is an employee of a member in addition to their primary representative. The affiliate receives individual membership in NAHB, including all benefits.

Benefit sign-up 10 Points

*Health Trust

*Retro Program

Tips for Recruiting

1. Where to look for prospective members?

Make the Connection:

Businesses you purchase from

Your Subcontractors

Your competitors

Businesses you use: CPA, Bank, Insurance Agent, Attorney, Friends

2. How to show them the value.

Use yourself as an example; how do you find value in your membership.

See Member Benefits page.

3. When and how to connect them with Membership Director.

Once you have confirmed that they have an interest in joining or at least becoming educated about MBAPC, please send an email introducing them to the Membership Director.

Cassie Aberle

Membership & Events Director

caberle@masterbuilderspierce.com 417-559-8859

She will then reach out and set up an appointment to meet and discuss the possibility of membership with them. The Membership Director will walk them through the application and on-boarding process. You will be notified once their membership is active.

*New Members who sign-up from April 19, 2023 – May 8, 2023, receive either:

2 FREE tickets to REX Awards 5.16.23

OR

Green Sign at 2023 Golf Classic 6.22.23

*LIMITED # TICKETS AND GREEN SIGNS

Recognition for Top-Recruiters

New Member Drive

Timeline: April 19, 2023 – August 31, 2023

Top 5+1's;

TBD: State Fair + concert experience

Benefit Drive

Timeline: May 1, 2023 – June 30, 2023

Top 5+1's;

TBD: Trip to local Winery + experience

Affiliate Drive

Timeline: October 1, 2023 – October 31, 2023

Top 3+1's;

TBD: 1 night stay + dinner

SPIKE Dinner

Timeline: January 1, 2023 – October 17, 2023

5 or more members recruited

TBD: Dinner + Private Movie experience