

Proven NAHU Membership ideas

- **Free lunch coupons-** If a member recruits a new member they receive a free lunch coupon.
- **Company mailings-** Have insurance companies place membership applications in commissions mailings on a quarterly basis. This shows company support and continues to get NAHU in front of non-dues paying members.
- **Sales conference special rate-** If non-dues paying members attend a conference and join within 30 days they get a refund on their registration. Place a red sticker on the name tags of these non-dues paying members so your members can approach them about joining.
- **Phone blitz-** Get a list of non-dues paying members from a local carrier or the DOI and set up a time for volunteers to call and recruit new members. This has been real effective. Some locals have recruited 20 to 45 new members with in three to four hours. The membership guidebook has all the details.
- **Team competitions-** Break your membership up into teams and have them compete against one another for a special prize. Make a big deal out of these at all meetings.
- **Index cards on members seats-** Place index cards on the seats of a monthly meeting. Have the membership chair give their membership report then ask everyone to pull out the index card and ask them to place the names and phone numbers of three to five non-dues paying members that they feel should be in attendance as members. After the meeting, the membership committee will collect 30 to 50 leads for membership.
- **Have a visible board with recruiters-** Have a board at all membership meeting with the names of all members who have recruited during the year with the number of recruits by

their names. Everyone will want to have their name on the board.

- **Recruiter ribbons-** Give out ribbons to members who recruit members to stick to their name badges. All members will want to have a ribbon to not be left out. Example:
 - 1 member = yellow ribbon
 - 3 members = red ribbon
 - 5+ members = blue ribbon
- **Monthly drawings-** Everyone who recruits a member gets a ticket for the drawing of a special prize.
- **Carrier endorsements-** Ask carriers if they would like to work with NAHU to offer a trial membership to their sales force. Illana would then work the carrier to start the program.
- **Just ask-** Ask every insurance producer if they would like to join. You will be surprised that most them have never been asked to join.

Submitted by: Scott Leavitt, NAHU Treasurer