

Membership and Marketing Committee
Fairmont Hotel, Washington, DC
Wednesday, March 6, 2024
11:15 am to 12:15 pm

The Membership and Marketing Committee is responsible for recommending policies and procedures related to NAHMA memberships and for implementation, oversight, and review of the association's overall marketing initiatives. The Membership Committee must be chaired by an Executive level member per NAHMA's bylaws.

1. Welcome: Chair Gianna Richards and Vice Chair Melissa Fish Crane
2. Ask New Members, First Time Attendees and Sponsors to introduce themselves.
3. Review and approve the October 2023 meeting minutes.
4. Miscellaneous Program Updates – Brenda Moser and Jennifer Jones
 - a. 2024 Calendar Sales.
 - b. Recruitment Campaign of non-members on NAHMA's Affordable 100 list.
 - c. New Member Recruitment with syndicators initiative – asked attendees to provide contact list if they have relationships with syndicators.
 - d. Buy Some Get Some update.
 - e. NAHMA Influencer Challenge update.
5. Old Business
 - a. Revise the membership applications form “Indicate the name of the person or AHMA who interested you in joining NAHMA”. to “Specify the individual or AHMA that sparked your interest in becoming a part of NAHMA”
 - b. Check pricing to have a booth at NCSHA and/or NAA. Update: NAHMA exhibited at NCHSA's June conferences until about 2014, booth space was \$5,000. NAHMA exhibited at NAA for several years until 2019. NAAEI, comps us a booth due to our joint credentials, however that meeting was not the right audience for potential new NAHMA members, as mostly site staff walk the tradeshow floor.
 - c. An AHMA's membership list vs subscriber list, for contacting potential new members.
6. New Business
 - a. Leaders Talk Trends, an item from the strategic plan.
 - b. Networking for NAHMA.

7. Working groups – break into six groups to discuss and document:
 - a. Identify an incentive(s) for current members who bring a new member.
 - b. New member mentor program outline
 - c. Survey for new members asking brief questions related to what they want from NAHMA.
 - d. Should a QR code be created to link persons to membership information? If yes, what information and where should the QR code be?
 - e. Review NAHMA's membership section of the webpage; does the information flow well? Are the membership benefits well defined? Is the information concise?
 - f. In preparation of video documenting membership benefits, draft a list of questions current members can answer; such as why I joined NAHMA? What is my greatest member benefit? Why I take time from my work life to participate at NAHMA? Share a NAHMA experience.
8. Adjournment