

Application to Participate on the

Member Services Council

The Member Services Council is responsible for executing two strategic issues of the strategic plan, adopted by the Board of Directors, specifically the issues of “engage, retain and recruit members” and “leadership development”, in conjunction with other elements. To accomplish our objective, the Council is made up of three committees – Member to Member Events, Membership and Education.

Member to Member Events include the internal networking events of the Association, including the Trap Shoot, Rally Ride, Chili Wing Ding Brew Fest , Holiday Party as well as the Membership After Hours that are held on average 6 times per year. A Chair is appointed for each event and that person needs volunteers to help plan and implement the event, including sponsorships, attendees and worker bees.

Membership includes membership retention, recognition and recruitment.

- **Retention** involves contacting current members at various times throughout the year to find out if there are any questions/concerns. This is done via a phone call to the member.
- **Recognition** involves recognizing members who strengthen the association. When you recruit a new member to the Association, you earn 1 spike point. When they renew the 1st year, the sponsor receives another 1 spike point; the 2nd year and beyond, the sponsor earns 1/2 Spike point. A person with less than 6 Spike points is a Spike Candidate; a person with 6 or more is a Spike Member. There are various levels of Spike. The HBA recognizes Spikes on the website, the monthly newsletter and an annual Spike Party.
- **Recruitment** involves bringing new members to the Association.
- **Ambassador** is the person who welcomes the new member to the Association. This person will make a personal visit to the new member, deliver the HBA Membership Directory, help “orientate” the member to the Association and invite them to events.

Education includes all topics not related to the sales and marketing activities of builders. The committee also reviews, modifies and suggests topics for the Resource Center on the HBA website.



As a participant on the Member Services Council, you are committed to each of the following:

Attend all regularly scheduled meetings or, if unable to attend, contact the HBA office. Members who incur two unexcused absences within 12 months will be asked to meet with the Council Chair to discuss continued service on the Council.

Attend at least one (1) Member Benefits Overview (Orientation) each year.

Understand and actively promote the Mission of the Association.

*"The **Housing and Building Association of Colorado Springs** is committed to promoting policies that allow for the production of safe, decent and affordable housing and to enhancing the environment for the housing and building industry in El Paso County."*

Support the strategic plan of the organization by identifying and helping to fulfill goals / objectives within each of the critical areas that pertain to the Member Services Council:

- Increase engagement and retention of members
- Leadership development

I would like to actively participate on the HBA Member Services Council and will commit to the following committee(s):

- Member to Member Events
- Membership
- Education

Name _____

HBA Member Company _____

Email _____

Office Phone _____ Cell Phone _____

Signature _____ Date _____

