

NAWCC MEMBERSHIP PROGRAM

MISSION

To develop and implement a comprehensive and ongoing marketing program to attract, recruit and retain new members for the Association and the Chapters.

ASSUMPTIONS

Reversing the declining trend in membership and building a stable membership base is a top priority of the NAWCC and will require the support, participation and cooperation of committee members, the Board of Directors and the staff to build and maintain a successful membership program.

STRUCTURE

The Membership Committee will be responsible for the development and implementation of all aspects of the membership program.

The Chairman of the Membership Committee will have responsibility for the oversight, direction and reporting of the Committee's activities.

The Membership Committee will be divided into two subcommittees to address the main elements of the membership program, i.e. Marketing and Mentoring. Each of the subcommittees will be manned by four to six members, including two staff members to be appointed by the Membership Committee Chairman.

The Marketing subcommittee will address the following elements of the program:

1. National Marketing
 - a) Trade and collectors journals. Develop ads for special magazines, collectors organizations and web sites. Work arrangements for exchanging ads with other organizations.
 - b) Provide flyers to: suppliers of horological material, auction houses, and other businesses for inclusion in their mailings.
 - c) Produce promotional videos of various lengths and develop distribution system.
2. Regional Marketing
 - a) Work with regional conventions to provide advertising and promotional materials tailored to their markets.
 - b) Promote special exhibits, displays and presentations at conventions from horological companies willing to provide advertising.

- c) Provide advertising and promotional materials for regionals having a public day.
3. Chapter Marketing
 - a) Local media. Distribute copy to promote chapter activities in local media markets.
 - b) Create pool of successful chapters who are willing to assist other chapters in promotional and educational programs.
 - c) Work with Chapter Relations committee to define and address the needs for individual chapters. See attached file outlining how chapters would recruit new members.
 4. School Recruiting
 - a) Create distribution system for promotional materials and follow up with frequent updating and personal contact with key personnel at the distribution points.

The Mentoring subcommittee will be responsible for:

1. Mentor Identification and Training
 - a) Establish a pool of qualified mentors listing skills and location. The pool will be recruited from contacting Star Fellows, Fellows, Committee members and chapter officers.
 - b) Outline and document responsibilities of mentors and familiarize mentors with such.
 - c) Establish minimum data requirements and develop reporting formats. Data base will be created and maintained to monitor effectiveness of the program.
2. Mentor recipient identification and contact (New and existing members)
 - a) Identify mentor requirements and incorporate into new member data base.
 - b) Match new member to a mentor by interest and location, including chapter availability.
 - c) Introduce new member to Mentor via communication initiated by the subcommittee.
3. Monitor mentoring functions.
 - a) Review and evaluate mentor/new member reports. Check on frequency and effectiveness of contacts.
 - b) Identify and resolve problems relating to inactivity, lack of interest, or inability to provide useful information by either party. Change mentors if necessary.
 - c) Provide quarterly status reports of the program results. The subcommittee will recommend changes or adjustments to the plan.

Submitted by:

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Chairman Membership Task Force