

NAWIC CONTEST AND INCENTIVE PROGRAMS

Enclosed in this packet you will find several contests and incentive programs other chapters have found to be successful. These are proven programs designed by actual NAWIC members. Feel free to change them to meet the needs of your individual Chapter.

Regardless of which program/contest your Chapter chooses, we wish you only the best and that your cooperative team spirit gives you a winning season. On your mark, get set, GO!

Membership Blitz

On a regular meeting night (encourage greater participation), sponsor a membership recruitment buffet. First, you should have a flyer printed promoting the event (Exhibit A). This can be done on a computer and run through the copy machine on colored paper for the most attention.

Give each current member five to ten of these flyers and ask that they be sent to potential members at least three weeks prior to the event. The flyer should request an RSVP allowing space where the member sending the flyer can add her name and telephone number. This keeps one person from being responsible for the entire event.

If you haven't heard from your prospective member one week prior to the event, follow-up with a phone call. Offer to bring the prospect or meet her somewhere and let her follow you. Invite them to bring a colleague as sometimes this makes first-timers feel more comfortable.

Once you have an acceptance, follow up one or two days prior to the event as a final reminder.

To keep cost at a minimum, two of the Chapter members' employers could co-sponsor the buffet. There are certainly other ways to fund such an event. Chapters with extremely tight budgets should consider making this a "social" thus eliminating major food cost.

Individuals from nearby Chapters could provide a motivational speech on what NAWIC has done for them. The owners from the sponsoring companies can also speak, expressing how NAWIC benefits them as employers and how they have gained from having employees as members.

Conclusion: The Chapter that sponsored this event sent approximately forty flyers, which netted around seventeen potential members.

SAMPLE

NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION

Get Acquainted Party *

DATE: (Day and Date)

TIME:

PLACE: (Location and Address)

COST:

You are invited to join us for a fun and informative evening. Learn how being a part of NAWIC can benefit you and your company.

(Area to personalize)

NAWIC is an international association that promotes and supports the advancement and employment of women in the construction industry.

RSVP:

BY: (Date)

TO: _____

FOOD!!!!!!!

DOOR PRIZES!!!!!!!

* Sponsored by: (List company sponsors)

“TOGETHER WE’LL BRING NEW MEMBERS” CAMPAIGN

The Goal: 50 new Chapter members.

The Plan: “Teams” consisting of two members each were challenged to invite at least one guest to the general membership meeting. If your guest is initiated at the next general membership meeting, the membership committee’s budget will pay for your team’s next general meeting dinner cost! Note: Teams were decided by the membership committee based on compatibility. They felt members who are comfortable together were more likely to recruit together.

The Rationale: Most members choose to pay for their guests’ dinners, by having members work in pairs, they can split the cost. Also, this schedule will get the ball rolling and build up your membership totals quickly.

The Action: Members must call their partner and compare notes on who they can contact to attend the next meeting. Each team should bring at least one guest but remember, the more, the merrier!

The Source: To help stimulate your thought process on finding prospective members, the membership committee will provide you a list of eligible membership categories along with guidelines. There are probably many potential NAWIC members that will jump to your mind after reviewing this list, maybe several you never even considered.

The Teams: List all team members so everyone will know whom they are competing with and against.

“RED VS WHITE—CHEATING IS ALLOWED”

Object: To get as many prospective members as possible!

Tools: Mailing labels, red dots, black markers, one red and one white poster board and lots of fun ideas!

1. Have your members sign their names on mailing labels. Half of the labels must have a red dot. Those who sign their names on the red dot labels are on the red team. Their names go on one side of a white poster board. Others are on the white team. Their names go on a red poster board.
2. Draw a line down the center. Prospect names will go on the other side of the board allowing both teams to easily see the number of prospects.
3. Choose your team leaders.
4. It is up to the team leaders to “turn in the prospects.” Send monthly letters to your team members, asking them to look through their rolodexes, call their contacts, whatever it takes to get you those names! Make the letters fun. Offer prizes, challenges, bribes, etc., to get your own team members to participate.
5. Cheat. Example: A white team member can submit the name of a co-worker on the red team if her name wasn’t listed as a prospect on the red poster board.
6. There must be an unbiased judge. The judge keeps the tally. Prospects are turned in at each chapter meeting. She is also responsible for sending brochures, meeting notices and letters to prospects. The judge should also do her fair share of cheating! She should occasionally “let slip” which team is ahead. If she wants to tell the truth about the totals, she can, otherwise she is expected to fib.
7. Suggested running time for this contest is 4-6 months. There must be something at stake, for instance: losing team must serve winning team their next meal!

Note: A member whose Chapter did this contest comments that members worked very hard and had FUN doing it. “There certainly are no losers to this contest. NAWIC is the real winner.” The Chapter netted over 200 prospects. Just be sure you have someone to follow-up on all your leads.

“NAWIC AT THE MASTERS” MEMBERSHIP PROMOTION CONTESTS

Participants:

Shotgun Start: Oct. 1st (or your choice)

Final Tee Off: September 30th (or your choice)

Design: If you cannot obtain the layout of a local golf course, any member can design one. Be sure to include hole numbers, sand traps (for those members who aren't budgeting) and pins reflecting competing members' names for easy maneuvering.

Rules of Play: Each member will advance one hole for each new member she recruits.

Birdie: Each member recruiting two members in any month will receive a bonus ½ hole. (Example: Two new members = 2 and ½ holes.)

Hole in One: Each member recruiting three members in any month will advance one extra hole. (Example: Three new members = 4 holes.)

Any member completing six holes will advance to the Grand Masters Course and start again on Hole #1.

Members continue play until final tee off.

Winner: The member advancing the most holes at the end of play will receive the grand prize (to be determined/provided by Chapter).

In the event of a tie, each winning member will receive a smaller prize (i.e. free dinner) with names going into drawing for a grand prize.

“EACH ONE REACH ONE” CONTEST

This contest can be an on-going yearly contest or held for a single month, it's up to you. The object is for each member to have at least one prospect attend a Chapter meeting. How she reaches that goal is entirely up to her.

Letters, posters, and brochures tell the NAWIC story, but personal contact is still the single most effective method of recruiting new members.

Divide the Chapter into teams (no more than four members per team). It is then each team member's responsibility to get at least one prospect to attend. The team that succeeds in having the most prospects at the meeting wins.

Members of the winning team receive suitable recognition each month such as jewelry, plaques, certificates. Other options would be for the winning team to be served steak while everyone else eats hot dogs, etc. Use your imagination and make it FUN!

Not only will the Chapter WIN; each member will learn how rewarding, easy and fun recruiting can be!

POTPOURRI OF IDEAS

Taken from NAWIC Chapter/Newsletters!

Phoenix, Arizona:

At the April General Membership Meeting, the person recruiting the most new members during the campaign period of October 1st through April 15th will receive a Grand Prize Certificate for dinner for two at the Top of the Rock in the "Buttes", compliments of the Minard-Ames Insurance Group. Special "surprises" will be given to those persons who have signed up two or more members during the campaign.

Dallas, Texas:

Be in the Winner's Circle! This February meeting will focus on our new members and prospective new members. Bring a prospective new member to the February meeting and be eligible for one of several prizes. A \$25.00 cash prize will be awarded in addition to NAWIC merchandise prizes. To be eligible, you MUST have a prospective member attend the meeting.

San Diego, California:

Clip This Coupon! Present this coupon at the May NAWIC Chapter #21 meeting and receive a \$3.00 discount off the price of your meal for one non-member guest or prospect!

St. Louis, Missouri:

You will be awarded one point for every name you submit to the membership committee. If you bring a guest to a Chapter meeting, you will receive five points. If your guest becomes a member, ten points! At each meeting, the winning member will be recognized with a Certificate and Red Rose. At the end of the year, special prizes will be awarded to 1st, 2nd and 3rd place winners.