



2015 NAA Education Conference & Exposition – Las Vegas, NV

Brainstorming Activity Ideas

- Increase the education and outreach your local association is doing to non-core markets, such as Senior, Affordable and Student housing.
- Contact the local tax assessor's office, and get a listing of Independent Rental Owners (IROs). In addition, partner with realtors to identify IROs.
- Communicate the benefits and achievements of the local association with the dues invoices. In addition, provide a complimentary registration to an event. Remind members that their dues include membership to the state (when applicable) and NAA.
- Use NAA Regional Liaisons to help sell membership to hesitant large owners. They can assist with selling the benefits of NAA, as well as provide expertise on other local associations (NAA has speaking points that provide examples of ways to communicate membership value based on NOI).
- Engage owners in an industry brainstorming event. Association services can also be discussed as a part of this type of event.
- Set membership recruitment goals for all Board Members and provide resources (ex. NOI speaking points) that help make their job easier.
- Ensure that all Board Members have their entire unit portfolio enrolled in membership.
- Develop an annual membership campaign which is competition and incentive based.
- Leverage NAA relationships for the purpose of recruiting new members. Utilize NAA Membership Team when outreach support is needed.
- Share best practices and techniques with other NAA affiliated associations.
- Focus more on supplier member growth and involvement.
- Engage residents for the purpose of marketing the value of the associations. Residents can be asked to record testimonials highlighting member properties and staff.
- Advertise NAA's Open Door program during the membership recruitment process. This is especially important for IRO prospects.
- Take an all or nothing approach with membership. Owners cannot be a member unless all properties in portfolio are members
- Conduct outreach visits to non-member properties to discuss membership, and how association can be of support.

- Develop a “Member get a Member” campaign with incentives. Partner with local suppliers to provide prizes for winners of campaign. Suppliers love visibility, and this is a great way to get them involved in growing your association while gaining visibility with their core market.
- Utilize prospect data from ALN Data Network.
- Utilize the new development report from ALN Data Network. Connect with developers early in the process to discuss membership and association services.
- Review services of the association to ensure they are relevant to the market. Develop new services that assist in operating more efficient properties.
- Conduct a Reverse Tradeshow (Business Exchange) or Management Panels to engage top leadership.
- Ensure that your association has worthwhile and solid networking activities for members.
- Increase the education program of your association. Use program as a benefit for the industry, and highlight success stories.
- Partner with NAA’s Business Development Team to promote the NAA Click & Lease Program.
- Keep owners and property managers aware of all major policy issues at the local and state level. Communicate clearly on what the association’s stance and progress are on the particular issue.
- Promote the NAA PAC, and the federal advocacy that takes place. Communicate the major issues, effect on the industry, and the progress being made on the issue.

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