

NAA Strategic Growth Fund Application

Eligibility Criteria

To be considered, an affiliate must fully complete the attached application. Submitting an application does not guarantee that NAA will fund your plan. Your Association's ability to fund your plan will be considered. If the application doesn't meet the set criteria, NAA will contact the affiliate to assist in completing the application. If the application meets the stated criteria, the application will be submitted to the NAA Membership Committee for review.

NAA reserves the right to grant partial funding and/or to refuse funding at its sole discretion.

Awarding of Funds

The NAA Membership Committee shall evaluate requests for funding based on:

1. Anticipated increase in owner member and unit counts.
2. Availability of local resources.
3. Use of innovative membership campaigns, drives, or outreach initiatives.
4. Return on investment for any funds or service provided.

Disbursement of Funds to Affiliates

The NAA Membership Committee shall forward its recommendation to the NAA Executive Committee, for final award decisions. Funds will be disbursed by NAA monthly based on the anticipated expenditures by the affiliate. Any unused portions of funds provided must be returned to NAA on a quarterly basis.

Monitoring

QUARTERLY REPORTING: Affiliates will be required to submit a written report to NAA one month after the end of each quarter during the life of the project. The report must state what income and expenses have been received and/or expended by the affiliate in relation to the Strategic Growth Initiative and where the affiliate is in relation to the measurable goals identified in their Plan. NAA reserves the right to request more frequent reporting as it deems necessary at its sole discretion.

COMPLETION OF PLAN: Within two months of completion of the Plan, a final report, including an evaluation of its success, a final budget statement, and a project summary must be submitted to NAA.

Termination of Funding

NAA may terminate funding to any affiliate that fails to meet the goals established in the plan upon recommendation by the NAA Membership Committee and approval by the NAA Executive Committee.

Affiliates that fail to make their quarterly reporting requirement shall not receive further funding until such time as the reporting requirements are satisfied.

Mail completed application to:

Joshua Dick
Director of Membership & Affiliate Services
National Apartment Association
4300 Wilson Blvd, Suite 400
Arlington, VA 22203
Phone: (703) 797-0624 | Fax: (703) 248-4840 | joshua@naahq.org

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Date of Application: _____

Name of Affiliate: _____

Association Executive: _____

Contact person/title/phone number (if different from association executive): _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ E-mail Address: _____

Geographic Areas Served: _____

Association President Signature

Date

Print Name

Association Executive Signature

Date

Print Name

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Provide a statement of purpose of the initiative:

Market Penetration:

Current unit count	_____
Divided by Total unit count in service area	_____

Market Penetration Rate	_____

Total number of members:

Owner / Management	_____
Suppliers	_____

Total Members	_____

GOALS:

Increase unit count by	_____
Over what period (years)	_____

Total Increase per Year	_____
Total Properties	_____

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SWOT Analysis - A strategic planning method used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats involved in reaching your goal. Both internal and external factors are favorable and unfavorable to achieve your objective. Please complete the SWOT Analysis below.

- **Strengths:** What attributes are helpful in achieving the objective?

- **Weaknesses:** What attributes are harmful in achieving the objective?

- **Opportunities:** What internal and external conditions are helpful in achieving the objective?

- **Threats:** What internal and external conditions could damage the objective?

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Total strategic growth budget \$ _____

Budget period in month's _____

Affiliate's contribution to the budget \$ _____

Monetary resources you're requesting from NAA \$ _____

How will this initiative be funded after NAA's funding expires?

What additional non-monetary NAA resources are necessary to implement your association's growth plan?

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Exhibit A

Attach a list the targeted properties sorted by management companies that are prospective members.

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Exhibit B

Describe in detail your membership recruitment plan, including:

1. Membership campaign, drive, outreach initiative; and
2. Any other initiatives

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Exhibit C

Attach a copy of the detailed monthly strategic growth budget. Include monthly sources of funding in the budget:

1. Affiliate's participation; and
2. Funding and the monetary resources you are requesting from NAA

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Exhibit D

Provide examples of your association and staff's ability to implement programs successfully.

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Exhibit E

Attach a resolution statement from your association's Board approving the growth plan.