



NAA Strategic Growth Fund Funding Criteria & Application Process

PURPOSE and ELIGIBLE ACTIVITIES

The purpose of the Strategic Growth Fund (SGF) is to assist NAA affiliates with a market penetration rate of 50 percent or below in major metropolitan areas to grow their membership. To be considered for funding, an affiliate must complete the strategic growth fund application in its entirety.

Examples of items for which SGF funds may be used include, but are not limited to:

- Membership recruitment and retention campaign to strengthen the association's brand, build awareness, attract new members and increase member retention. (e.g. secure marketing firm to design materials, offer incentives for members who recruit the most new members, facilities/venue charge to host event)
- Develop PR campaign to promote the association and provide value to members by promoting the industry and spotlighting members (e.g. radio/TV advertising)
- Validate membership lists (e.g. hire a temp or call center to update membership list), or
- Outreach initiatives

Submitting an application does not guarantee that NAA will fund a request; an affiliate's ability to fund their plan will be considered. Funding will be based on an affiliate's desire and ability to participate, potential unit growth and the financial resources based on a minimum return on investment.

APPLICATION PROCESS & REQUIREMENTS

Applications for funds may be made at any time. To be considered, the affiliate must complete an application, which would include a completed Affiliate Strategic Growth Plan. To be considered, the application must include a detailed budget, goals and timelines for meeting the goals.

AWARDING FUNDS

Funds will be awarded based on availability. The Strategic Growth Fund may be awarded to affiliates in good standing who meet the following criteria:

- The Affiliate must develop a Strategic Growth Plan
- The Plan identifies SMART goals (specific, measurable, attainable, realistic and timely)
- The Plan has clear strategies for ongoing sustainability
- The Plan targets an underserved area where membership is below the targeted penetration rate.
- The Plan identifies resources necessary to implement the plan. These resources are not otherwise available within the affiliate's current budget and resources.

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

- Anticipated increase in owner-member and unit count
- Availability of local resources
- Use of innovative membership campaigns, drives or outreach initiatives
- Commitment of the requesting Affiliate to the Plan
- Return on investment for any funds or service provided

The NAA Membership Committee shall recommend and the NAA Executive Committee shall approve any awards of funds from the Strategic Growth Fund.

DISBURSEMENT OF FUNDS TO AFFILIATES

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 the NAA one month after the end of each quarter during the life of the project. The report must state what funds have been expended by the affiliate and where the affiliate is in relation to the measurable goals identified in their Plan.
- *MEMBERSHIP COMMITTEE MEETINGS:* NAA staff will update the NAA Membership Committee during each regular meeting during the life of the project. The report must state what funds have been expended to the affiliate that requested funds and where each affiliate is in relation to the measurable goals identified in their Plan.

- *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

Any affiliate that fails to make their quarterly reporting requirement shall not receive further funding until such time as the reporting requirements are satisfied. NAA may terminate funding to any affiliate that fails to meet the goals established in the plan upon a recommendation by the NAA Membership Committee and approval by the NAA Executive Committee.

SUBSEQUENT FUNDING

The NAA Board of Directors will determine the amount of money to be allocated to the Membership Growth Fund each year based on recommendations from the NAA Membership and Budget and Finance Committees. The NAA Board reserves the right to grant partial funding and/or to refuse funding at their sole discretion.

Any questions regarding the SGF funding guidelines or application process can be directed to Joshua Dick at joshua@naahq.org