

## Chapter Ideas Swap Summary

June 18, 2024

### NAIOP Corporate Updates

If you would like NAIOP Corporate to provide your chapter with membership marketing support, please utilize this easy-to-use [Excel template](#) to share your prospects' information and send to [Beth Gulding](#).

The "[Where is the Value? Using High-Low to Leverage Win-Win Value for your Organization and Members](#)" webinar is scheduled for Tuesday, July 16 at 2 pm ET. This is a rescheduled presentation from CL&LR 2024. Michael Tatonetti, CAE, CPP will review how to approach pricing decisions for your chapter's programs and services. Registration is free for any NAIOP member.

A chapter executive survey will be sent Jun 20. NAIOP Corporate wants to better understand the value of current and potential chapter services.

Chapter presidents and presidents-elect have been invited to participate in a conference call to discuss upcoming CL&LR programming. The call will be June 26 at 2 pm ET. Please contact [Dave Edwards](#) if you have any questions.

### Maximizing Sponsorship Revenue – Chris Ware, VP for Business Development and Strategic Initiatives, NAIOP Corporate

Chris' recent experience shows that there is still plenty of sponsorship money available to reach *specific* groups. To succeed with these companies, a chapter may wish to determine how to connect these specific groups within their chapters (industrial, brokers, c-suite, data center, etc.)

NAIOP Cold Storage products (e-book, conference) are very popular with sponsoring companies.

Corporate has also been successful selling multi-year renewal packages. These multi-year packages come with a discount or "sweetener". If the sponsor cancels, contract language gives NAIOP Corporate the right to retroactively revoke any discount and charge full price for any sponsorship that has occurred. This has rarely been used. If a company is looking to cut back on marketing/sponsorship they are less likely to do so with a company they already have an agreement with. A copy of NAIOP Corporate's multi-year agreement is [here](#). Invoices are sent the year sponsorship takes place though payment can be made in year one for year two.

NAIOP Corporate does not guarantee any sponsors speaking opportunities at events, but we do try to prioritize them whenever possible. All speakers/presenters are thoroughly vetted by the NAIOP education department and their committees and this is communicated to all interested parties to manage expectations.

The lowest hanging fruit for new sponsors are members with "sales" or "business development" in their title.

## Chapters Best Practices: New Member Onboarding Practices

### NAIOP Arizona/Suzanne Kinney – Large Chapter

The chapter “touches” new members in a variety of ways:

- Email #1: Explains how to log into the chapter website and their member account along with resources found on the chapter’s website.
- Email #2: (a week or two later) Explains how to get involved in the chapter (committees) and lists upcoming events.
- Holds quarterly orientations held first thing in the morning at a member’s office. Includes a light breakfast. Board members and committee chairs are encouraged to attend.
- Members of the membership committee personally contacts each new member to check in and answers any questions the new member may have about the chapter.

In previous years chapter posted new member welcome messages but the effort became too time intensive for the staff.

### NAIOP New Mexico/Rhiannon Samuel – Medium Chapter

- Posts new member welcome graphic in chapter newsletter and on social media. Posts group graphic quarterly.
- Created a [new member handbook](#) using lots of chapter photos to illustrate the diversity of the chapter.
- Created stickers for sponsoring companies to use at their place of business.
- Utilized [marketing firm](#) to create recruitment materials and welcome packet.

### NAIOP Corporate

- Sends New Member Welcome email within two days of joining.
- Monthly lists new members names and companies in The Source newsletter.
- Automated Prop-Fuel new member outreach. These are brief text messages that can gage new members’ engagement, answer questions and link to relevant web pages based on members’ responses.
  - Message 1 (second week of membership): What are you most hoping to get out of your NAIOP membership this year?
  - Message 2 (third week of membership): How would you describe where you are in your career journey?
  - Message 3 (fifth week of membership): What is your primary professional goal this year?
  - Message 4 (second month of membership): Which commercial real estate topic is your top priority?
  - Message 5 (third month of membership): Many NAIOP members work in industrial or office space. Is that accurate for you?
  - Message 6 (fourth month of membership): Have you attended a chapter event?
  - Message 7 (sixth month of membership): Would you recommend membership in our association to a colleague?

Welcome to NAIOP Idaho Chapter Administrator [Rose Roesch](#).