

Chapter Ideas Swap Summary

March 11, 2024

NAIOP Corporate Updates

NAIOP Membership Update:

- NAIOP ended January 2024 with the highest number of new members ever for that month. February was also strong. Information on membership growth by chapter is available on the Chapter Ranking report located in your Chapter Portal. The percentage year-over-year will change dramatically after the membership drop on Mary 17.
- Of the members who joined January & February, 44% are DLs; 30% are Principal members; and 63% are Associate members.
- Non-paid members will be dropped from membership on March 17, 2024. Chapters will receive a Drop Percentage Report early the following week. The names and contact details for all terminated members are in the Terminated Members report on the Chapter Portal.
- NAIOP would like to provide membership marketing support through regular emails and ads to your prospects promotion the value of joining NAIOP. If chapters would like to add names to this prospect list, complete the [prospect spreadsheet](#) and email back to [Beth Gulding](#).

Chapter Leadership and Legislative Retreat

- The cancelled “Using High/Low to Leverage Win-Win Value for Your Organization and Members” session will be offered as a webinar later this summer. More details will be forthcoming.
- Congratulations to all the Chapter Merit Award winners, especially Suzanne Kinney who was named Chapter Executive of the Year for Large Chapters.

Other

- Chapters that are eligible to nominate NAIOP Corporate Board members for the Board term beginning in 2025 should send their appointment forms and new nominee biographical information to Kelly Lempel no later than May 31. NAIOP and commercial real estate must act intentionally to be inclusive of all backgrounds and perspectives. We ask you to please keep this in mind when selecting your board nominee(s).
- Currently the 2025 renewal procedure will remain the same with individual invoices sent to each of the first three members of a company and a group invoice sent to the Full member of any company that has four or more members in one chapter.

Chapters Update: What do the chapters do regarding member prospects?

NAIOP New Jersey/Donna Laterza: NAIOP New Jersey collects prospect data and uses it for non-member specific communications (“Chapter Friends”). Does not currently share prospect data with corporate.

NAIOP Northern Virginia/Martha Marks: Captures information on all non-members who attend events. Trying to reach out to those who terminated during the pandemic.

NAIOP Pittsburgh/Tom Frank: NAIOP Pittsburgh collects their prospect data through their Event Bright website. The membership committee identifies the non-members, and the chapter will then forward the names to NAIOP Corporate.

NAIOP Southern Nevada/Katrina Bruce: NAIOP Southern Nevada collects information from all non-member chapter event attendees and sends non-member attendees to NAIOP Corporate. During the fall membership promotion, the chapter produced videos and sent via email to all non-members who attended a chapter event in 2023. The videographer interviewed members and created four 90 second videos. Email engagement was tracked.

NAIOP Washington State/Danielle Duvalle: Chapter collects prospect data and membership committee monthly contacts individuals who regularly attends events but are not a member. The chapter collects data on who is attending what event to identify trends/areas of interest. Different committees will contact different subsets of non-members based on locale and area of interest. For the September event, the chapter invites prospects to chapter event for higher value targets.

NAIOP Wisconsin/Jim Villa: Chapter is using an "old list". All members & non-members receive chapter communications. Occasionally members are encouraged to invite a non-member to an event.

NAIOP Corporate: Collects prospects consisting of every non-member who participates in a NAIOP Corporate conference/meeting, webinar, on demand courses, purchase research reports, etc. NAIOP Corporate prospect lists are available to the chapters through the chapter portal.

NAIOP Membership Drop

How to determine members who will drop in March 2024:

Data in a Prorate Renewal Date column takes precedence and should be considered the "real" termination date. If no data is in that column, then the Expiration Date column is the "true" termination date. Directions on how to determine who will be dropped is located [here](#).

Group Invoices

NAIOP Corporate personally contacted the full member of every Corporate membership and sponsorship. Chapters that know a corporate account will renew should communicate that information to NAIOP Corporate and those members will not be included in the membership drop.