



TEXAS ASSOCIATION OF HEALTH UNDERWRITERS

MEMBERSHIP GROWTH AWARD

(For timeframe 01-01-09 to 12-31-09)

Chapter/Chairperson: _____

Description

The Membership Growth Award is presented to an individual that excels in their involvement in membership growth during the awards period January 2009 through December 2009.

Criteria:

The winner is determined based on the following criteria:

Please "X" the items you've accomplished and complete your points total

1	_____ Have a written strategic plan with goals and plans of actions for membership growth. Attach copy	60 pts	_____	—
2	_____ Participate on the monthly regional membership conference call. Excused absences are allowed if notification given and accompanied by a written report. Document dates. Provide copy of first page of conference call minutes showing chair attendance (Maximum points 240)	20 pts/ea	_____	—
3	_____ Use new member tracking form (or similar format) to track all new members. Form provided by Texas Membership Chair. Attach completed copy that shows all new members for the year.	200 pts	_____	—
4	_____ Attend all local board meetings with a written report. Attach copies of each report. (Maximum points 120)	10 pts/ea	_____	—
5	_____ Submit a written (email) report to your state membership chair each month. Attach copies of emails or reports. The report should say what you're doing for membership growth in your local chapter. (Maximum points 180).	15 pts/ea	_____	—
6	_____ Have at least one membership drive or blitz (maximum points 225). Attach documentation.	75 pts/ea	_____	—
7	_____ Have (and use) a prospective / new member packet. Attach copy.	50 pts	_____	—

8	___	Send welcome email (or phone call) to all new members. Attach sample.	50 pts	—
9	___	Promote triple crown qualification with your local membership. Attach documentation of how you promoted triple crown. (email, newsletter article, etc)	75 pts	—
10	___	Have a membership contest to promote getting new members (maximum points 90)	30/ea	—
11	___	Publish new members and their sponsors in your newsletter. (maximum points 200)	50/ea	—
12	___	Be a triple crown qualifier yourself.	50/ea	—
13	___	Have a membership committee and hold documented committee meetings. (maximum points 100)	25/ea	—
14	___	Attend the annual Texas Membership training meeting. Attach documentation from the state membership chair regarding attendance.	100 pts	—
15	___	Attend the annual Region 6 Membership training workshop. Attach documentation from the state membership chair regarding attendance.	100 pts	—
16	___	Attend TAHU annual convention (attach documentation from state membership chair regarding attendance)	75 pts	—
17	___	Invite non-members to a local event. Attach sample. (20 points <u>per event</u> - not per number of people invited – maximum points 60)	20 pts/ea	—
18	___	Send thank you card/email to guests at your events. Attach sample.	25 pts	—
19	___	Have member/non-member price structure for local events. Provide sample illustrative copy.	25 pts	—
20	___	Hold new member orientations (maximum points 50)	25 pts/ea	—
21	___	Take e-commerce training. Provide date and time attended. This could be at one of the attended meetings OR on webinars provided by NAHU. Attach documentation from state membership chair regarding attendance.	100 pts	—
22	___	Other: attach list and documentation of any other creative membership activities you do!! 25 points will be awarded for each different activity performed <u>not listed above</u> . For example: give \$5 gift card to each member who recruits a new member, placed an ad in local paper listing all	25 pts/ea	—

members, do new member certificates, have a carrier sponsored guest table at every luncheon (the carrier fills it up with non members), use "membership thermometer" at local board meetings, or publish guests on your local newsletter, etc.

Total Points

Signature of Chapter President: _____ **Date:** _____

For questions regarding completion of this form or other TAHU award matters, please contact Luann Yarberry, TAHU Awards Chair at 940-723-0771 or luanny@atmdinsurance.com.

Applications must be RECEIVED no later than the close of business on the due date regardless of method of delivery. Exceptions to the submission deadline MAY be approved with TAHU board approval.

Faxed or hand delivered submissions will NOT be accepted.

A copy of the submission form must accompany all submissions with points/narrative written on the submission form. Submission form should NOT be changed, retyped or reformatted. If additional space is needed, extra sheets should be attached and numbered to correspond to submission form. Packets received without applications forms/score sheets will not be considered.

Return form to:
Luann Yarberry
1300 10th Street (zip 76301) PO Box 1071
Wichita Falls, Texas 76307

Must be received no later than February 8, 2010

Awards Committee use only:

Date: _____ Reviewed by _____ (Initials) _____ (Initials) _____ (Initials)