



TEXAS ASSOCIATION OF HEALTH UNDERWRITERS

MEMBERSHIP RETENTION AWARD

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

Chapter/Chairperson: _____

Description

The Membership Retention Award is presented to an individual that excels in their involvement in membership retention 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 retention. Attach copy.	60 pts	_____	—
2	_____	Participate on the monthly regional membership/retention 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	_____	Make personal call to members on the Billed Not Paid List each month and document with Billed Not Paid Call Log provided to state retention chair each month. Form provided by Texas Retention Chair. (max points 600)	50/ea	_____	—
4	_____	Use First Year Member Status Log (or similar format) to track first-year retention activities for new members. Form provided by Texas Retention Chair. Attach completed copy, which includes all new members for the year.	200 pts	_____	—
5	_____	Attend all local board meetings with a written report. Attach documentation. (maximum points 120)	10 pts/ea	_____	—
6	_____	Submit a written (email) report to your state retention chair each month. The report should say what you're doing for membership retention in your local chapter. Attach copies of reports. (maximum points 180).	15 pts/ea	_____	—
7	_____	Be a Triple Crown Qualifier. Attach copy of list of qualifiers from NAHU website.	50 pts	_____	—

8	_____	Have at least one retention blitz (maximum points 225). Attach documentation.	75 pts/ea	_____	-
9	_____	Have a “drive” to obtain members’ home address, telephone number, and e-mail address to put in database.	100 pts	_____	-
10	_____	Recognize members with tenure at one of your luncheons (5-10-15-20 year members) Provide copy of agenda for that meeting.	50 pts	_____	-
11	_____	Have an article in chapter newsletter highlighting an existing member and all new members. (maximum points 200)	50 pts/ea	_____	-
12	_____	Publish “lost” or “missing” members (members that cannot be contacted on the billed not paid list because their contact information is incorrect) in your chapter newsletter. (maximum points 200)	50 pts/ea	_____	-
13	_____	Have a membership committee and hold documented committee meetings. (maximum points 100)	25/ea	_____	-
14	_____	Attend the annual Texas Membership Retention training meeting. Attach documentation from the state retention chair regarding attendance	100 pts	_____	-
15	_____	Attend the annual Region 6 Membership/Retention training workshop. Attach documentation from the state retention chair regarding attendance.	100 pts	_____	-
16	_____	Attend TAHU annual convention. Attach documentation from state retention chair regarding attendance.	75 pts	_____	-
17	_____	E-mail a copy of the benefits of membership to list of members on e-commerce database that are on the billed not paid list before their paid-thru date. (maximum points 240)	20 pts/ea	_____	-
18	_____	Hold new member orientation meetings (maximum points 50)	25 pts/ea	_____	-

19 _____ Take e-commerce training. Provide documentation. This could be at one of the attended meetings OR on webinars provided by NAHU. 100 pts

Other: attach list and documentation of any other creative retention activities you do!! 25 points will be awarded for each different activity performed *not listed above*. For example: Special events for members, i.e. Christmas Party, Happy Hour, Bowling Event, Scavenger Hunt, etc. – special event highlighting new members – anything on your meeting agenda about what the value of NAHU membership and what NAHU does for its members 25 pts/ea

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)