

IDEA SHARE FROM EOC TRAINING DAY – OCTOBER 31, 2019

Non-Dues Revenue

- Lebanon County BA – BINGO held twice a year (April/October). Average net of \$12,500. Members donate prizes or cash for prizes. 20 Regular games and 5 bonus games. Cost is \$25 in advance and \$30 at the door. Small games of chance permit required. Materials available at www.wholesalebingosupplies.com. More information is available from Ashley Fickel (afickel@lebcobuilders.com)
- York BA – Developed digital marketing packages for members. York BA acts as an “agency” to develop strategies to include Facebook posts, newsletters, videos, press releases. More information is available from Laurie Lourie (laurie@yorkbuilders.com)
- BA of Central PA – Annual Clay Shoot. Average \$11,000 net. The event includes lunch and dinner. Moving it from a Friday to a Saturday. More information available from Keri O’Shea (koshea@centralpabuilders.com).
- HBA of Bucks & Montgomery Counties – October golf tournament nets \$23,000. HBA also used to do a charitable fishing trip to St. Michael’s, Maryland. HBA would rent out a hotel. Cost was \$450 to stay, fish, and attend a dinner (\$300 if guest did not fish). More information available from Carla Zapotek (czapotek@hbahomes.com)
- Wayne-Pike BIA – Backyard Raffle – members build or buy items to be raffled off at the event. Tickets cost \$30. More information is available from Nicky Paterson (info@waynepikebia.com).

Best of the Best Local EO Idea or Project

- York BA – York has developed a ladder nomination process where they have spelled out timelines and processes in order to build a strong ladder.
- BIA of Lancaster – The BIA holds a sponsor appreciation breakfast where they engage the sponsors in what an ideal opportunity would be. In addition, they offer annual partnership opportunities.
- BA of Central PA – Developed a closed Facebook Group for members only to inform members and provide information on educational items, benefits, and videos on how to access materials from the association’s website (and the PBA website as well).
- Wayne-Pike BIA – The BIA holds monthly Morning Mug networking events from 7-8 am. Very well received. Also hold Happy Hours (these are not quite as popular as the Morning Mug).
- Pocono BA – Developed a DIY Award in conjunction with the Builders Awards. Also have started a dinner for Associate Members where the dinner is donated and all the money collected goes to charity.
- HBA of Bucks & Montgomery Counties – The HBA has instituted a program for volunteers where those who volunteer are assigned a specific task and given direction. This has made things much more efficient than just asking volunteers to help.
- HBA of Metro Harrisburg – Cigars & Football event is held the 1st Monday Night Football Game of the year. Cost is \$75 with an open bar and two high quality cigars. Proceeds are earmarked for PAC.
- BA of NWPA – Association offers annual \$5K sponsorships, honors the best projects of the year at the annual banquet, and launches a magazine before the Home Show.

- BA of Lebanon County – Revamped the membership drive to include prizes and talking points to attract new members.

Membership Retention/Value of Membership: Pauline Wilton

- The BIA of Lancaster County shared a number of ways they retain and attract members. Samples attached to this mailing.
 - Little Black Book – overall look at member benefits
 - Talking points for welcoming and following up with first year members
 - Invoicing process including timeline and methods
 - Example of a retention calling sheet
 - The Whole Picture – a quarterly presentation where all new members are invited

Check out these great Sponsorship Ideas – Thanks to Carla Zapotek for sharing

1000 Members [Sales Kit MBA of King and Snohomish Counties](#)

750 Members [GHBA Annual Marketing Guide](#)

750 Members [HBA of Greater Charlotte Marketing Guide](#)

350 Members: [HBA of Traverse City Sales Kit](#)