

Recruitment (Member Engagement) Events

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Membership Event Policy

The membership event policy is designed to guide chapter and regional member engagement volunteers on how they might drive membership engagement within their chapter or region through in-person and virtual events focused on HBA membership. The policy is designed to standardize the offerings across the organization and streamline the process for setting up and implementing these events.

Policy Details

"Making the most of your HBA membership" (New Member Orientations)

New member orientations are complimentary events (often held virtually) that orient new members to the HBA, the region/chapter, and volunteer opportunities. These orientations also can be included during a portion of a larger education or networking event. The member outreach committee can coordinate with Programming dals if logistical support is needed for in-person events. The HBA does not provide marketing support for these events other than inclusion in the automated event digest email.

The frequency of these events will be determined by the chapter's Membership and Volunteering DAL with guidance from the regional Membership President. Chapter size, demand, and volunteer availability will be considered as part of this planning.

The event setup process is used to schedule these events. A standard orientation deck template is to be used for new member orientations and is also available in the Leader Library.

Member Engagement Events

Membership engagement events are sessions designed to attract new members and/or recapture former ones. They are complimentary, small events, with no expenses or revenue. They are open to members and nonmembers. An example of this event type might be a "coffee chat" or happy hour; the focus is meeting and connecting with new/former members to discuss the HBA. These are typically informal and not content-focused events.

The HBA does not provide marketing support for these events other than inclusion in the automated event digest email.

The frequency of these events will be determined by the chapter's Membership and Volunteering DAL with guidance from the Regional Membership President. Chapter size, demand, and volunteer availability will be considered as part of this planning.

The event setup process is used to schedule these events on the website.

Compliance Tracking

Membership Event Compliance

- Event setup submissions will be reviewed by HBA staff, and issues/concerns/violations of the guidelines will be addressed as they come up.
- The HBA central staff will work with the Membership Presidents, DALs and committees to monitor and track compliance to the HBA's policies and procedures.

If a violation of these policies occurs, the regional team will take action to work with the chapter or committee to immediately address and correct the situation.
