

2020
NACCED MEMBERSHIP & MARKETING COMMITTEE
WORK PLAN

Chair: Maggie Jones, Tarrant County, TX

Vice Chair: Vacant

Timeline: Core Committee Calls – Monthly, ½ hour calls
Committee Meetings – February 28, July 16, October 18, 2020
Recruitment Mailings – November 2019 (physical); otherwise ongoing

Overall Goal: **ORGANIZATIONAL VIABILITY**

Task 1 –

Target potential members (urban county entitlements, affiliates and associates) by orchestrating phone calls from members and positioning NACCED as a resource. Use the marketing materials to recruit, including sending membership packets to non-member urban counties including new entitlements, and strategic members of NACo’s Board, Community and Economic Development Steering Committee, Large Urban County Caucus, developers and banks.

Expected Outcome: Addition of 6 new county members, 5 new affiliates and 3 new associate members.

Task 2 –

Design and print business cards that provide informational content about NACCED.

Expected Outcome: Provide the tools to empower NACCED members, particularly leadership, to share information about NACCED and assist in new member recruitment within their networks.

Task 3 –

Develop framework for involving students at annual conference, to be piloted during the 2020 annual conference in Fort Worth.

Expected Outcome: Continue to engage and involve future community development leaders; build network with universities.

Task 4 –

Increase Board engagement in NACCED's growth by developing a framework for Board member involvement in new member recruitment and retention, including a script and talking points.

Expected Outcome: Leverage Board member knowledge and network in order to acquire new county, affiliate and associate members.

Task 5 –

Develop framework for individual member recognition in the bi-weekly Alert newsletter and NACCED's blog.

Expected Outcome: Ongoing recognition in order to highlight member achievements and share the work of NACCED members within the membership and to external strategic partners.

Task 6 –

Hold a Membership Month in late spring/early summer, dedicated to sharing the benefits of NACCED membership via social media, blog, webinar and organized regional phone calls.

Expected Outcome: Recruitment of 8 new county members.