



## **NEW MEMBER “7 TOUCHES” PROGRAM**

New NABIP members are in a fragile and uncertain state when they join the Association and may think to themselves “Ok, I’ve joined, now what?”. This is a crucial pivoting point for enhancing a member’s first experiences with NABIP and helping them feel welcomed. An overwhelming number of new members have reported they have not been contacted by anyone in their Chapter, which is alarming.

Membership is every Board Member’s responsibility, and all should actively take part in a new Member’s experience. This is why the New Member “7 Touches” Program has been created. The purpose of the “7 Touches” is to ensure new members have been exposed to every facet of the Board, which includes the duties and benefits of each role. Within the first seven months of a new member joining NABIP, each of the following should take place.

1. Membership Chair – Welcome to NABIP. Share events, monthly meetings, annual conference, day at the Capitol
2. President – Welcome to NABIP & discuss local Chapter benefits/opportunities
3. Media Relations (Communication) Chair – Discuss new member spotlight, how to promote yourself with NABIP, Social media opportunities
4. PAC Chair – Discuss Advocacy, Operation Shout, PAC, Capital conference
5. Professional Development Chair – REBC, LPRT, Triple Crown, Leadership Academy
6. President Elect – Interest in getting involved in leadership, join a committee
7. Membership Retention – Time to renew! Ask questions about experience.

Feel free to add your additional “touches” to your new members, and schedule out with your Board. By providing a warm and inclusive welcome to all new members, retention will rise, members will be engaged and find the value and their ‘why’ for being a part of NABIP.