



# MEMORANDUM

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To: NUCA Chapter Executive Directors  
From: George Hamilton, Director of Membership Development  
Date: Thursday, August 11, 2022  
Re: NUCA Fall 2022 Recruitment Campaign by Region

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Greetings Executive Directors!

I hope this message finds you and your Chapter doing well and enjoying a rewarding summer! I'm writing today to let you know that NUCA National Chairman Ryan Kinning and the national office staff are in the early stages of planning an exciting, **nationwide new member campaign** to take place in the **Fall of 2022**. The campaign we're planning will take place over a series of weeks from early October through mid-November 2022 and will leverage both our traditional 15 for 12 new member incentive and, for the first time, NUCA's new regional structure as a major component of the campaign framework. This message also represents your first of several opportunities to provide incremental feedback as the campaign develops.

The vision is for each NUCA Region, and the Chapters within it, to have their own campaign week in which they specifically focus their recruiting efforts on each Chapter's **"Most Wanted"** new members in the Contractor and Specialty Contractor categories. Structuring the campaign in this way responds to post-National Signing Day feedback from Chapters that having a less compressed time-period in which to recruit, sign-up, and submit new members better aligns with how companies decide on and process a payment for a membership like NUCA. The series of week-long regional campaigns will also allow for more focused support from the national office for Regions and Chapters during their specific campaign week.

Another way we're responding to your feedback is by providing chapters with the opportunity to have input about campaign dates, so that conflicts with planned Chapter events can be mitigated. As a first step, I've reviewed the upcoming event information currently published on all Chapter websites and developed a preliminary regional campaign schedule based on the event information I found.

Week of Oct 10-16, 2022 -	Central Region Chapters
Week of Oct 17-23, 2022 -	West Region Chapters
Week of Oct. 24-30, 2022 -	Midwest Region Chapters
Week of Oct. 31-Nov. 6, 2022 -	SouthEast Region Chapters
Week of Nov. 7-13, 2022 -	NorthEast Region Chapters

This schedule is not written in stone. If your chapter has an upcoming event that isn't yet on your website but conflicts with the schedule outlined above, please let me know ASAP at [george@nuca.com](mailto:george@nuca.com) or (703) 890-7805. Likewise, if you have an event that you would like to have occur during your Region's campaign week, please let me know that too. We really want to keep the structure of the regional campaign weeks intact, but we do

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CREATES THE CONDITIONS FOR OTHERS TO ACHIEVE'***

have flexibility to switch weeks around, or even double up, if chapter conflicts within a given regional campaign week are identified.

In the coming weeks you'll receive additional details from the national office, and have more opportunities for feedback, about the **2022 NUCA's Most Wanted** regional campaign theme, structure, and campaign resources. We look forward to working with you to ensure that your Chapter and Region is well-equipped and ready for success when their regional campaign week arrives! For now, please review the preliminary schedule of regional campaign weeks include here and let me know about any conflicts or opportunities that I didn't see when reviewing your upcoming event information online. Thank you all for the work you do every day leading your NUCA Chapters!