

To: NUCA Chapter Executive Directors

From: George Hamilton, Director of Membership Development

Date: Friday, September 16, 2022

Re: Planning for NUCA's Fall 2022 Recruitment Campaign by Region

Greetings Executive Directors!

I hope this message finds you and your Chapter doing well! As we enter the transition from Summer to Fall I'm writing to provide you with more detailed information, planning suggestions, and campaign resource information to help you prepare to lead your chapter in executing a successful **Fall 2022 "Most Wanted" Regional New Member Campaign**.

Campaign Schedule:

As a reminder, the campaign will take place over the series of weeks (one Region/week) 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 components of the campaign framework. Each NUCA Region will have its own campaign week in which to focus their recruiting and new member signup efforts.

Thank you to the Chapter E.D.s who responded with feedback regarding the proposed campaign schedule provided in my previous memo introducing the campaign. After talking through potential conflicts and opportunities with a number of you, the campaign schedule as I originally drafted it remained the best schedule. **Please plan for the campaign to take place on the following schedule:**

Campaign Week	NUCA Region	NUCA Chapters in Region
Oct. 10-16	Central Region	Central & SW Virginia UCA, NUCA Indiana, NUCA Kentucky, NUCA East Tennessee, NUCA Middle Tennessee, NUCA Mid-South, NUCA Ohio
Oct. 17-23	West Region	AZUCA, NUCA Colorado, NUCA Hawaii, NUCA Las Vegas, NUCA Eastern Washington & North Idaho, NUCA Washington
Oct. 24-30	MidWest Region	NUCA Greater Kansas City, NUCA Iowa, NUCA Nebraska, NUCA Austin Area, NUCA Gulf Coast, NUCA North Texas, NUCA San Antonio
Oct. 31 – Nov. 6	SouthEast Region	NUCA Carolinas, NUCA Central Florida, NUCA North Florida, NUCA NW Florida, NUCA South Florida, NUCA SW Florida, SUCA
Nov. 7-13	NorthEast Region	UCA of Connecticut, NUCA Metro DC, NUCA New Jersey, NUCA New York, NUCA Pennsylvania, NUCA Rhode Island (NUCARI), NUCA Virginia

Prospects to Target:

For this campaign Chapters are asked to focus their recruiting efforts specifically on recruiting their **"Most Wanted" utility & excavation contractor** and **specialty contractor** prospects as NUCA members. Utility contractors are the heart of the NUCA mission and need to be the primary focus of our value proposition and membership recruiting goals. Specialty contractors have been identified by NUCA's Executive Committee as an under-represented industry segment within NUCA's membership and a growth opportunity for the association. Membership for these related contractors, who work alongside our contractor members on jobsites every day, should make sense from a business relationship building sense. The utility contractors and excavators on those jobs may have influence on jobs awarded to specialty contractors.

Many aspects of the NUCA value proposition would also be of value to the specialty contractor. Associate members are great too, and they help NUCA achieve our mission. However, there is a danger of becoming “top heavy” with industry supplier members. And, after all, the more contractors that NUCA and the Chapter has on its membership rolls, the easier it is to bring in more Associate members down the line.

Campaign Theme:

The theme for the Fall 2022 Regional New Member Campaign is **NUCA’s Most Wanted**. It’s a theme or tactic that some chapters have already been using to focus and promote their membership recruitment efforts and bring current chapter members into the recruiting process. We want to **ramp this strategy up** across all NUCA Chapters with this campaign!

Here’s what your Chapter can be doing now to prepare:

1. Working together, **Chapter E.D.s and their Boards and/or Membership Committees** identify the Chapter’s **Top Five Most Wanted** Utility/Excavation Contractor prospects and Top Five Specialty Contractor prospects for focused recruiting.
2. **Send the Chapter’s Most Wanted prospect lists** & a transparent Chapter logo art file to **National** (george@nuca.com) no less than two (2) weeks ahead to the start of the Chapter’s regional campaign week. *National will use these to send you back customized **Most Wanted** themed printable one-pager flyers and social media images featuring your Chapter’s Most Wanted prospects.*
3. **Identify Chapter members as recruiters** and match them to each of the Chapter’s **Most Wanted** prospects. These member recruiters should have primary responsibility for the recruitment of “their” prospect with support from you and any others who can help.
 - Look for any existing connections between members and prospects that can be leveraged and provide recruiters with recruiting resources and information.
 - Don’t overwhelm recruiters with too many recruits.
 - Connect recruiters with campaign & general recruitment resources. (see below for more info)
 - Gather/organize key prospect contact information for recruiters & assist in setting up visits/calls with prospects. (if requested/necessary)
4. **Schedule a kickoff** call or meeting for the start of your campaign week to answer questions and motivate your member recruiters.
5. **Schedule/plan a debrief meeting or call** with your recruiters for the end of the campaign week. Use the debrief to encourage accountability, celebrate successes, measure incremental recruiting progress, adjust, and plan appropriate follow-up.

Campaign Resources Available:

Throughout 2022 NUCA has expanded the portfolio membership marketing and recruitment training resources available to support the recruiting efforts of Chapters and members. These resources remain available and appropriate for use during this campaign. Additional, customized campaign resources are also being developed for deployment prior to the start of the campaign. See below for specific resource information.

- **Mark Levin’s webinar: *Making National Signing Day a Success in Your Chapter:***
 - Originally developed for National Signing Day, the topics and strategies shared in this webinar are applicable to any NUCA membership recruitment situation, including strategies specific to the Current Member to Perspective Member recruitment process.

- The recording is available for online viewing through NUCA's You Tube account at <https://youtu.be/CMgOmZpTyMk>. and is invaluable piece in helping to prepare you and your members for recruiting conversations and build confidence as a recruiter!
- This resource will remain available to you perpetually, so please bookmark this URL.
- **NUCA Member Benefits Brochures and Prospect Folders:** Many of you already have a stock of these 2022 brochures & presentation folders on hand from earlier this year. If you've exhausted your original supply and need supplemental copies for this campaign please [complete this online form](#) to order up to 15 more copies of each for your recruiters, free of charge. These 4-color brochures & folders provide chapters with a polished way to present prospects with information about the benefits of both National and Chapter membership. Please allow 5-7 business days for processing and shipping. A digital PDF version of the brochure is also available on the [NUCA website](#).
- ***New* NUCA Membership Categories explainer flyer** (attached): This one-pager provides a concise, easy to understand explanation of the 3 main NUCA membership categories and their qualifications. It's a good resource for both your member recruiters and for inclusion in membership recruiting packets.
- ***New* Customized "Wanted Poster" flyers & social media graphics** (*coming soon*): National is developing template "Wanted Poster" one-page flyers and social media graphics. When Chapters send in their transparent logo and lists of their 5 "Most Wanted" Contractors and 5 "Most Wanted" Specialty Contractors we'll plug them into the Wanted Poster template and send back the flyer and social media versions customized for your Chapter.
- **Social media promotion support:** To maximize the impact of the campaign on social media, National will also follow your "Most Wanted" prospects on their social channels ahead of your campaign week. Then, during your campaign week we'll amplify your campaign on social media both with our own posts to your "Most Wanted" prospects and by re-sharing and commenting on your posts.

Over the coming weeks you'll continue to receive additional details and have more opportunities for feedback and input about the **2022 NUCA's Most Wanted** regional campaign.

One possibility we're interested in gauging your interest in now though is the idea of holding regional campaign kick-off web-conferences for Chapters and their members who'll be out recruiting to meet with NUCA National leaders and get pumped up for the campaign. Please email me at george@nuca.com to let me know if that's something that your Chapter would be interested in participating in with the other chapters in your NUCA Region.

We look forward to working with you to ensure that your Chapter and Region is well-equipped and ready for success when your campaign week arrives! Thank you all for the work you do every day leading your NUCA Chapters!