

To: NUCA Chapter Executive Directors

From: George Hamilton, Director of Membership Development

Date: Tuesday, October 25, 2022

Re: Submission Procedure & Recognition for the 2022 “Most Wanted” New Member Campaign

Greetings Executive Directors!

I hope this message finds you and your Chapter doing well! The **Fall 2022 “Most Wanted” Regional New Member Campaign** is in full swing! NUCA’s Central & West Region Chapters have already had their primary campaign week and the MidWest Region is in theirs now. With the campaign weeks now unfolding, I’m writing to provide you with details on how to submit your Chapter’s new members recruited through the “Most Wanted” campaign and let you know how NUCA will be recognizing campaign participation and recruiting success among Regions and Chapters.

Campaign Schedule Reminder:

As a reminder, the campaign is taking place over the series of weeks (one Region/week) from early October through mid-November 2022 and leverages 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 has its own campaign week in which to focus their recruiting and new member signup efforts. **If you have not yet shared your lists of 5 “Most Wanted” Contractor & Specialty Contractor prospects with National, please do that now by reply to this e-mail.**

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 (We are here)	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

Submitting Your “Most Wanted” New Member Applications/Dues Payments to National:

- Please use the email address Membership@nuca.com as the submission address for all new memberships being transmitted to NUCA for the Fall 2022 “Most Wanted” Campaign.
- **Include the email subject line: [Chapter Name] “Most Wanted” New Member**
- **Whenever possible a scanned or electronic version of the actual membership application** should be attached to the email.
- In cases where that isn’t possible, **please be sure to include data from all the fields of the member application form** in the body of the email for each member that you are submitting, **including Recruiter information.**

- **Submission Deadline** for inclusion of new members in your Region's "Most Wanted" campaign week totals is two (2) weeks following the close of your Region's campaign week (schedule above).
- **Dues payment** for the member/s being submitted is then **due within two (2) weeks of the membership being submitted**. *Chapters should have already received firm commitment to join or payment of member dues (or an approved purchase order) from the new member company prior to submitting the new member to National.*
- **Submission of/Recognition for post-campaign sign-ups** – NUCA recognizes that your recruiter's efforts during your regional campaign week will sometimes pay off with "Most Wanted" prospects joining further down the line. To recognize these new memberships that come in later but result from "Most Wanted" campaign recruiting efforts, you'll see that we've incorporated these "later arriving" new memberships within the Campaign Recognition & Rewards framework. As with "Most Wanted" new member submissions during the campaign proper, these new members should be submitted to the email address Membership@nuca.com no later than December 31, 2022 for inclusion in campaign totals. **Again, the National dues submission deadline is two (2) weeks following the membership submission.**

Campaign Recognition & Rewards:

Regions & Chapters:

- **Participating Chapters** – defined as any chapter that: 1) submits a "Most Wanted" prospect list to National or 2) signs up and submits a new Contractor or Specialty Contractor member as a campaign signing to National within their Region's campaign window (up to 2 weeks following close of Regional campaign week)
 - *Print recognition in Jan/Feb 2023 Utility Contractor campaign article*
- **Campaign Week Achievements** – results tracking for regional campaign week recruiting recognition will be measured by the # and/or % of "Most Wanted" prospects signed up and submitted to NUCA from the start of the Region/Chapter's campaign week through 2 weeks following their campaign week close.
 - **All Chapters with at least 1 "Most Wanted" prospect signed up**
 - *Print recognition in Jan/Feb 2023 Utility Contractor campaign article*
 - *Slide recognition during 1 Day NUCA Annual Meeting (March 2023)*
 - **Chapters with the highest % of "Most Wanted" recruits signed up within their region** (up to 5 winners + ties, min sign-up rate >20% to qualify)
 - *Print recognition in Jan/Feb 2023 Utility Contractor*
 - *Slide recognition during 1-Day NUCA Annual Meeting (March 2023).*
 - **Chapter with the highest % of "Most Wanted" recruits signed up across all Regions** (1 winner + ties, min sign-up rate >25% to qualify)
 - *Print recognition in Jan/Feb 2023 Utility Contractor*
 - *Slide recognition during 1-Day NUCA Annual Meeting (March 2023)*
 - *Engraved plaque presentation during 1 Day NUCA Annual Meeting (March 2023)*
 - **Region with the highest # of "Most Wanted" recruits signed up across all Chapters in the Region** (1 winner + ties, min 5 "Most Wanted" new members "brought in" to qualify)
 - *Print recognition in Jan/Feb 2023 Utility Contractor*
 - *Slide recognition during 1 Day NUCA Annual Meeting (March 2023)*
 - *Engraved plaque presentation during 1 Day NUCA Annual Meeting (March 2023)*

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- **Q4 2022 Achievements** – results tracking for regional campaign Q4 recruiting recognition will be measured by the # and/or % of “Most Wanted” prospects signed up and submitted to + received by NUCA from the start of the Regional “Most Wanted Campaign through December 31, 2022.
 - **Chapter with the highest % of Most Wanted recruits signed up across all Regions** (1 winner (+ ties), min sign-up % >25% to qualify)
 - *Print recognition in Jan/Feb 2023 Utility Contractor*
 - *Slide recognition & engraved plaque presentation during 1-Day NUCA Annual Meeting (March 2023)*
 - *One (1) complimentary registration to the 2023 NUCA Annual Convention & Exhibit in Naples, Florida*
 - **Region with the highest # of “Most Wanted” recruits signed up across all Chapters in the Region** (1 winner + ties), min 10 new “Most Wanted” members to qualify)
 - *Print recognition in Jan/Feb 2023 Utility Contractor*
 - *Slide recognition & engraved plaque presentation during 1-Day NUCA Annual Meeting (March 2023)*
 - *Celebratory Region Reception to take place at the 2023 NUCA Annual Convention & Exhibit in Naples, Florida*

As you can see, the campaign doesn't just end at the close of your Region's designated campaign week. There is time built in for your recruiters, and you as Executive Director, to continue to “work” prospects with follow up to address their questions and get to YES! **Now let's bring in those “Wanted” companies!**