

To: NUCA Chapter Executive Directors
From: George Hamilton, Director of Membership Development
Date: Thursday, December 22, 2022
Re: 2022 “Most Wanted” New Member Campaign Closeout

Greetings Executive Directors!

I hope this message finds you and your Chapter doing well as we close out 2022 and look forward to the holidays and new year ahead. The formal regional campaign weeks of **Fall 2022 “Most Wanted” Regional New Member Campaign** ended back in November but the campaign, and recognition for “Most Wanted” new members your Chapter “brings in” continues through the end of the year.

Today’s message provides you with tips and timelines to help you ensure that any new member applications your Chapter may have received recently, particularly “Most Wanted” campaign prospect applications, are submitted to National in time to be credited in the final “Most Wanted” campaign and end of year totals. Lauren Hensley and I both also wanted to let you know that as of today, **NUCA is only 29 memberships shy of closing 2022 with 2000 total memberships**. What an accomplishment it would be for all of us if NUCA could reach or surpass 2000 memberships by year-end!

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 end of year processing and credit toward the “Most Wanted” campaign.
- **Include the email subject line: [Chapter Name] New Member**. Add **“Most Wanted”** if the new member/s were previously identified to National as “Most Wanted” campaign prospects.
- **To be counted toward the “Most Wanted” campaign final results**, the prospect company must have been previously identified to National as one of the Chapter’s “Most Wanted” Campaign prospects.
- Whenever possible **a scanned or electronic version of the actual membership application** should be attached to the email. If 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 the final “Most Wanted” campaign and year-end membership totals both application information and payment of National membership dues must be received by National **no later than Friday, Dec. 30th, 2022**.
- **TIP - to speed processing**, National dues payments by credit card for new members submitted by email may be called in to Lauren Hensley at (703) 890-7806.

End-of-Year “Most Wanted” Campaign Recognition & Rewards:

Regions & Chapters:

- **Year-End “Most Wanted” Campaign Achievements** –final 2022 “Most Wanted” campaign recruiting recognition will be measured by the # and/or % of “Most Wanted” prospects signed up and submitted with dues payment to NUCA National from the start of the Regional “Most Wanted” Campaign through December 30, 2022.
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- **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 didn't just end at the close of your Region's designated campaign week. There was time built in for your recruiters, and you as Executive Director, to continue to “work” prospects with follow up engagement to address their questions and get to YES! **Now it's time to get the last of those “Wanted” new members that your chapter “brought in” submitted to National and included in the final campaign results!**

Warm wishes for a blessed holiday season to each of you from myself and the whole NUCA National team. We look forward to a year of positive collaboration and success in 2023!

