

# TOOLS TO HELP HBAs MARKET THE VALUE OF BELONGING TO A NATIONAL ASSOCIATION

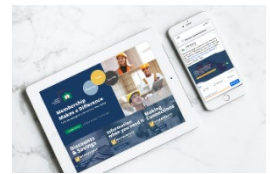
## How the National Level of CHBA Works for You – General Membership + Renovator Versions

These brochures outline how the national level of CHBA adds value to membership, updated for 2024. They're designed to be printed on legal paper and folded, but there's also a version designed to be printed on 8.5x11 paper (no folding). Contact the National Office ([communications@chba.ca](mailto:communications@chba.ca)) to get printed copies mailed to your HBA for membership drives, retention packages, etc. Find them on [chba.ca](http://chba.ca) under About → Publications.



## Membership Makes a Difference Campaign Materials

Videos. Social media posts. Big Wins and Actions in easily grabbed content chunks. If you're looking for materials to use for #MembershipMakesaDifference, feel free to use anything that's already been produced. You can find links to all of the content in the EOC Knowledge Centre by searching "Membership Renewal and Recruitment Resources."



## Letter from President Matt McCurrach on the Value of Membership in 2023/24

A letter that explains the value of membership from a members' perspective and thanks existing members for their continued involvement in the association. Great to include in retention packages. A PDF version is available, and a sample printed copy is included in this package.



## Weekly National Newsfeed

Each week one or two news items, with graphics, are emailed to HBA staff to help you with content generation. You can grab the content quickly and share with members however best works for you: newsletter, social media, website, or email. In addition, a larger list of content is updated weekly can be found via the EOC page on the website under "Marketing Resources" (note: you must be logged in).



## CHBA President Available to Speak at your HBA

CHBA President, Matt McCurrach, based in BC, can come speak to your members pending availability. Having CHBA leadership involved in one of your events is a great way to connect members to all levels of the association and can add gravitas to important ceremonies. Please contact the National Office at ([eoc@chba.ca](mailto:eoc@chba.ca)) to make arrangements.



## New/Prospective Member Landing Page

Looking to send new or prospective members somewhere that summarizes everything they can from their membership through the national level of CHBA? There's a webpage just for that purpose: [chba.ca/new-members](http://chba.ca/new-members).



## Tradeshow Booth and Banner

CHBA has several tradeshow resources that can be shipped to your HBA (or location of choice) for short term use at meetings, home shows, and conferences. For more information on what's available and how to reserve, visit the EOC Knowledge Centre by searching "Tradeshow Signage." Need something we don't already have? Let us know what you're looking for!

