

# 2022 MEMBERSHIP PLAN

**Committee Meeting:** Last Tuesday of the scheduled month.

**Time:** 12:00 pm

**Dates:** March 29, June 28, September 27, November 29

## GRANTEE MEMBERSHIP

### STRATEGIES

WELCOME AND INTRODUCTION EMAIL TO NEW DIRECTORS..... ONGOING  
NIHSDA Members: Welcome email with AIAN Directory, NIHSDA Board Directory, listserv info, membership certificate, web resource log in

Non-Members: Welcome email with AIAN Directory, NIHSDA Board Directory, Membership flyer and invoice

Follow up calls to directors 2-3 months following letter

Develop tracking system for tracking new directors, date letter sent, follow up contact, etc

NEW MEMBER ORIENTATION ..... ONGOING  
Conduct quarterly calls with new members to discuss benefits, issues, and provide guidance

REVIEW RECRUITMENT MATERIALS ..... FEBRUARY  
Examine all recruitment materials. Update any changes in pricing or benefits.

SEND OUT INVOICES ..... MARCH  
Need funding info from OHS to determine what membership fee to charge.....(JANUARY)  
Send out personalized invoices to all grantees.  
Member – Letter (goals for the next year), invoice, NIHSDA core documents  
Non-Members – Letter (goals for the next year), invoice, NIHSDA core documents

MEMBER SATISFACTION SURVEY .....  
Review and update the member survey ..... APRIL  
Conduct a member satisfaction survey ..... JUNE/JULY

REMINDER INVOICES ..... APRIL  
Send out hardcopy reminder invoices. (First reminder)

REMINDER INVOICES ..... MAY  
Send out reminder invoices. (Second reminder)

ANNUAL MEMBERSHIP MEETING ..... JUNE  
Meetings at the conference by zone and the entire membership meeting.

PERSONAL CONTACTS ..... JULY  
Call individual grantees that have not joined to survey why.

LISTSERV CUTOFF NOTICE ..... AUGUST  
Send a cutoff notice to grantees that have not renewed.

MEMBER CONFIRMATION EMAIL ..... ONGOING  
 Email sent to new members with thank you letter, certificate, membership cards, website link and member login, website services

REVIEW MEMBERSHIP DUES ..... SEPTEMBER  
 Look at existing structure of membership dues and fees.

SEND MEMBER THANK YOU LETTER ..... NOVEMBER  
 Hardcopy thank you from president

**BENEFITS**

REVIEW EXISTING BENEFITS/COMMUNICATION STRATEGIES ..... SEPTEMBER  
 Include results of Membership Satisfaction Survey

PRESENT SUGGESTED IMPROVEMENTS TO FULL BOARD .....OCTOBER

MARKET MEMBERSHIP BENEFITS .....MONTHLY

**NEWSLETTER**

The NIHSDA newsletter, the Native Head Start Leadership Quarterly, is sent out at the end of the months of February, May, August and November. The following schedule is a guide for newsletter activities:

Activity	Feb 2022	May 2022	Aug 2022	Nov 2022
4 <sup>th</sup> week of the month: Send out the newsletter	2-28-22	5-23-22	8-22-22	11-21-22
3 <sup>rd</sup> week of the month: All information is due, finalize format	2-14-22	5-16-22	8-15-22	11-14-22
2 <sup>nd</sup> week of the month: MCS identify all current news and write articles, remind programs	2-14-22	5-9-22	8-8-22	11-7-22
4 <sup>th</sup> week of the preceding month: Request articles and photos from programs	1-24-22	4-25-22	7-25-22	10-24-22
3 <sup>rd</sup> week of the preceding month: Request ads from corporate members	1-17-22	4-18-22	7-18-22	10-17-22

**MEMBERSHIP MATTERS WEBINARS**

SCHEDULE DATES (3<sup>RD</sup> WED OF EACH MONTH) ..... JANUARY

SET UP WEBINARS ..... DECEMBER  
 Send out reminders one week, one day, and one hour prior to call

DETERMINE TRAINING/DISCUSSION TOPICS .....JAN/MAR/JUN/SEP  
 Review membership survey for training/topic ideas

SEND OUT INVITATIONS/MARKET TO MEMBERS .....MONTHLY  
 Send out reminders one week, one day, and one hour prior to call

**NIHSDA UPDATE**

WRITE THE UPDATE (Monday following the board meeting) .....MONTHLY

SEND TO ZONE REPS/POST TO WEB.....MONTHLY

Include zone group emails

**MONTHLY GRANTEE SHOWCASE**

Showcase innovative approaches to meeting performance standards on monthly basis

Activity	J	F	M	A	M	J	J	A	S	O	N	D
1st of each month begin contacting zone directors (email)	1	2	3	4	5	6	7	8	9	10		
15 <sup>th</sup> of each month begin making direct phone calls	1	2	3	4	5	6	7	8	9	10		
15 <sup>th</sup> of each month contact program special specialist and TTA	1	2	3	4	5	6	7	8	9	10		
30th of each month we would conduct interview and write article ourselves												
Send out on listserv and post on website on 15 <sup>th</sup> of each month		1	2	3	4	5	6	7	8	9	10	

**ASSOCIATE MEMBERSHIP**

**STRATEGIES**

ASSOCIATE MEMBER SUGGESTIONS .....OCTOBER

Ask board and grantee members to suggest someone to invite.

REVIEW RECRUITMENT MATERIALS ..... NOVEMBER

Examine all recruitment materials. Update any changes in pricing or benefits.

SEND OUT INVITATIONS ..... DECEMBER

Email invitation with flyer. Letter for consultants. History/Mission page

RESEND INVITATIONS ..... FEBRUARY

Email invitation with flyer. Letter for consultants.

THANK YOU LETTER ..... ONGOING

Send a thank you letter to Associate members after first joining and a list of items to send them (ex. AIAN Directory), website link and member login

MEMBER SATISFACTION SURVEY ..... SEPTEMBER

Review member satisfaction survey using survey monkey

**BENEFITS**

REVIEW EXISTING BENEFITS AND COMMUNICATION STRATEGIES ..... SEPTEMBER

Include survey.

**CORPORATE MEMBERSHIP**

**STRATEGIES**

CORPORATE MEMBER SUGGESTIONS .....	OCTOBER
Survey the membership to get names of vendors they purchase from, add to our corporate recruitment list.	
REVIEW RECRUITMENT MATERIALS .....	NOVEMBER
Examine all recruitment materials. Update any changes in pricing or benefits.	
SEND OUT INVITATIONS .....	JANUARY
Email invitation with flyer. History/Mission page	
RESEND INVITATIONS .....	FEBRUARY
Email invitation with flyer. History/Mission page.	
THANK YOU LETTER .....	ONGOING
Send a thank you letter to Corporate members after first joining, website link, AIAN directory, schedule for ads	
MEMBER SATISFACTION SURVEY .....	SEPTEMBER
Review member satisfaction survey using survey monkey	

## BENEFITS

REVIEW EXISTING BENEFITS .....	SEPTEMBER
Include survey.	

## AWARDS AND RECOGNITIONS

### INDIAN CHILD ADVOCATE AWARD

SOLICIT NOMINATIONS FOR THE AWARD .....	SEPTEMBER
DISCUSS NOMINEES AND MAKE SELECTION .....	OCTOBER
During the annual board meeting.	
ARRANGE TRAVEL AND SECURE GIFT .....	APRIL

### TONI DOBREC AND KATHRYN HELSEL AWARD OF EXCELLENCE

REVIEW AND UPDATE THE APPLICATION PROCESS .....	JANUARY
SEND OUT APPLICATION .....	FEBRUARY
APPLICATIONS DUE/SEND TO COMMITTEE FOR SCORING .....	FEBRUARY
TALLY RESULTS/MAKE SELECTIONS .....	MARCH
NOTIFY BOARD OF SELECTION .....	APRIL
NOTIFY NOMINEES OF SELECTION .....	MAY
At least 30 days prior to the conference.	

AIAN HEAD START/EARLY HEAD START INNOVATION AWARD

REVIEW AND UPDATE THE APPLICATION PROCESS..... JANUARY

SEND OUT APPLICATION ..... FEBRUARY

APPLICATIONS DUE/SEND TO COMMITTEE FOR SCORING ..... FEBRUARY

TALLY RESULTS/MAKE SELECTIONS .....MARCH

NOTIFY BOARD OF SELECTION..... APRIL

NOTIFY NOMINEES OF SELECTION ..... MAY  
At least 30 days prior to the conference.

KATHRYN HELSEL MEMORIAL FUND

DETERMINE HOW FUND WILL BE USED ..... JANUARY