

NARI of Idaho Strategic Plan – 2018

Marketing/Recognition

Goal – *To encourage every consumer to want to use a NARI contractor and every contractor to want to be a NARI member by educating the value of NARI to the customer*

Tasks –

- 1) Increase the number of opportunities to get the NARI name in front of the public through:
 - Media releases
 - Improve NARI website reach (top priority)
 - Continue the social media plan using Instagram, Twitter, and Facebook
 - Helping members to utilize website content from NARI including:
 - Use of NARI Logo
 - Why hire a NARI member
- 2) Provide easy ways to get the word about NARI to the public
 - Home Shows
 - Continue annual Home Tour
 - Education of our members including:
 - Digital marketing
 - Tech updates
 - Business training
- 3) Do at least one Contractors Who Care project each year.
 - Develop funding sources
 - Raffles
 - Truck Change for Change

Membership

Goal - *To grow by at least 10%, and to encourage at least 60% of our members to attend at least three or more NARI functions this year.*

Tasks -

- 1) Continue the Mentor program for new or young members
 - Buddy system – need a coordinator to meet with new member/young professional
 - Offer a business based book as part of the first meeting (purchase books)
 - Continue to assign a mentor at membership application approval
 - Invite/accompany new member to membership meetings

- 2) Assign all new members to serve on a committee – add a choice to the membership application
- 3) Meetings – Move meetings to every other month and make them evening meetings (5:30 to 7:30)
We will switch off training meetings (with topics of substance) with social events to include:
 - Hockey/Basketball - February
 - Baseball-Summer
 - Awards - December

Training ideas:

- Building official panel
- Use NARI National sponsorships
- Technology (April)
- Hot topics – up to four topics (roundtable format)
- Connected showers
- Mini-splits
- Appliances

Always give a NARI plug on member benefits at every meeting -

- Review NARI National benefits (get member testimonials) of “Benefit of the Month” presentation (printed benefits page)
- Give testimonials

Try a “Smokeout” type of event

- 4) Fundraisers – Golf
 - Garage Sale – Work with members
 - Raffle for CWC
- 5) Regional Meetings –
 - Budget for one trip per year to network with other chapters - promote meeting in Oregon (president or designee and one more)
 - Find out details on surrounding chapters
 - Reach to other chapters as we can
- 6) Reach outside the Treasure Valley - assign to membership committee to set logistics
- 7) Work on the development of a “Remodeling Fair” with Spectra

Training

Goal - *To provide relevant and timely training for our members.*

Tasks

- 1) Provide longer training (1 to 2 hours)
Examples:
 - Business Basics
 - Know Your Numbers
 - See other topics above
- 2) Do regular surveys to determine need/desires for training
- 8) Partner with BCA and other groups
- 9) Partner with other grassroots organization with education
- 10) Implement Calendar Invites so reminder come up before the meeting
- 11) Seek out interesting social spaces to hold meetings
- 12) Pursue relationships with CWI/BSU/Boise, Meridian and Canyon County high schools to reach out to those coming up into the business through further pursuit of the Workforce Development Project with Department of Labor.
- 13) Get involved in Skills USA

Government Affairs

Goal – *To provide the most up-to-date and timely information about state and federal legislative issues that affect our membership and the building industry.*

Tasks -

- 1) Bring in local elected officials to speak to our members and begin developing relationships with them.
- 2) Provide Legislative Updates during session
- 3) Look at a legislative luncheon and invite legislator(s) to join us (priority)

Young Leaders Program

Goal – *To bring young leaders and members into the NARI fold and offer services to meet their particular needs.*

Tasks -

Pursue NARI National grant goals for targeting young emerging professionals to include:

- 1) Mentorship Program – See above.
- 2) Marketing Program – We want to create and maintain a marketing program for emerging professionals including a social media presence (Instagram, Facebook, and Twitter), outreach through email and physical pieces; to promote all aspects of the programs described herein (see above)
- 3) We want to continue offering scholarships to young professionals to attend the Know Your Numbers class.

- 4) Survey – We want to conduct a survey of emerging professionals within and outside of NARI to see what benefits/services they want to receive.
- 5) Events – We want to plan two events geared towards young professionals and mentors. The first will be a “technology” conference, a two to four hour event with technology speakers to introduce them to new technology in the remodeling industry (also open to members). The second will be a social function to introduce young professionals to NARI.

Financial

Goal – *Work to make NARI financial solvent.*

Tasks –

- 1) Look at non-dues revenue opportunities
- 2) Increase membership