



Chapter Membership Scorecard

		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total Points	Scoring
1	Do you have a complete and active Chapter Membership Committee?					0	Chair = +1 point +3 Committee Members = +1 point Monthly Meetings = +1 point
2	Did you identify prospective members and submit them to NAIFA? (<i>Leads can come from events, communications, lists of prospects from agencies, etc.</i>)					0	15 leads = 1 point 30 leads = 2 points 45 leads = 3 points 60+ leads = 4 points
3	Did your Chapter support the NAIFA Membership Campaign(s)?					0	Social Media Connection = +1 point Volunteers Repost/Share = +1 point Email to Members to Repost/Share/Forward Messages = +1 point
4	Did your Chapter make an Agency/Membership presentation (other than a general membership meeting) with non-members in attendance?					0	3 presentations = 1 point 4 presentations = 2 points 5+ presentations (or all agencies within Chapter jurisdiction) = 3 points
5	Did your Chapter send an email, call, social media post, or other means of onboarding <u>EVERY</u> new member and welcoming them?					0	3 points
6	Did your Chapter promote NAIFA Engagement Programs to your members?					0	Actively Encourage & Grow Your Triangle Team Count = +1 point Identify & Report Contacts in Colleges & Universities for Future Leaders = +1 point Actively Promote Future Leaders and/or YAT Advisor Academy = +1 point Actively Promote National Quality Awards = +1 point Active Member Awards/Recognition Program = +1 point Active YAT Committee = +1 point
7	Did your Chapter make member care & expired member calls? (Power Hours, etc.)					0	We made some of our calls = 1 point We made the majority of our calls = 2 points We made all of our Care Calls = 5 points We made all of our Expired Calls = 5 points We made all of our Care Calls & Expired Calls = 8 points
8	What percentage of NET membership growth did your Chapter have?					0	Decline = 0 points +1 Growth = 1 point 1% Increase = 2 points 2% Increase = 4 points 3% Increase = 6 points 4% Increase = 8 points 5% Increase or More = 10 points
Chapter Membership Points		0	0	0	0	0	
<i>To be eligible to receive a Chapter Membership Grant, a Chapter must score at least 20 points and rank among the top 5 scores for that quarter.</i>		40 points Maximum	40 points Maximum	40 points Maximum	40 points Maximum	160 points Maximum	