

**MN Metropolitan Contractors Association
Action Plan Summary
2022 - 2023**

1. Increase awareness of MMCA throughout the 11-county territory:

(Marketing Team/Board/Staff)

- a. Secure booth at one major event quarterly (i.e. Home & Garden Show, MN Home Shows, Builder Trainings); deliver information regarding membership, importance of hiring licensed contractors, educational opportunities, and code enforcement information, as well as brochures from NAHB and BAM
- b. Improve social media postings and "like/friends" AND "like/friend" ALL our member pages

2. Complete a communications campaign for:

(Marketing Team)

- a. Builders + Associates = Business Growth (Show ROI on membership)
- b. Builders + Homeowners = Business Growth
- c. Radio campaign / volunteer to be on the radio as much as possible
- d. Create a YouTube channel to post videos:
 - i. Message from the President (monthly)
 - ii. Interview Members:Members (monthly minimum)
 - iii. Interview political members supportive of housing (quarterly)

3. Promote the Rebate Programs:

(Staff)

- a. Post all new rebates
- b. Create education opportunities for members/book keepers
- c. Offer support to file paperwork
- d. Improve information and offerings through MMCA website and social media

4. Volunteer/Support Builders Day at the Capitol and BAM-PAC activities:

(Board/Staff)

- a. Attend all BAM-PAC donation events
- b. Promote/sponsor space at BD@C
- c. Offer training prior to event to educate members on what to expect

5. Create a public campaign to recognize members:

(Membership Team/Board)

- a. Award Monte and Kathe recognition of dedication
- b. Create an opportunity to "win" something by participating/recruiting

6. Increase Membership Recruitment/Retention:

(Membership Team/Board/Staff)

- a. Participate in Membership Development trainings via NAHB on a regular basis (all board/staff)
- b. Promote the Ambassador Program and begin to actualize the goals
- c. Increase Membership Team
- d. Specify Action Items for Membership Team
- e. Recruit two additional board members before the end of the year

7. Increase Education Opportunities:

(Education Team/Sponsor Team)

- a. Poll members, nonmembers and others to determine best sessions for development
- b. Identify top four topics and put together an event to host
- c. Find sponsors of education
- d. Find speakers/experts of topics
- e. Determine if builder credit is allowable
- f. Promote and host sessions
- g. Poll class for additional ideas (time, subject, location, etc.)
- h. Create additional classes

8. Host Speed Networking Event:

(Board/Staff/Sponsor Team)

- a. To promote business:business to increase knowledge of current members
- b. To secure non-dues revenues through sponsorship of event
- c. Test twice to see interest

9. Become the Homeowner Resource:

(Staff/BAM)

- a. Partner with BAM to develop a homeowner education plan
- b. Secure partnership/funding from DOLI to support plan
- c. Initiate Plan
- d. Create Homeowner Education pieces for the MMCA website and social media
- e. Utilize builders and associates to educate homeowners