

## NAHRO Membership Talking Points April 2025

These talking points focus on recruitment – but outreach does not have to be limited to prospective members! It is a good idea to reach out to members to fortify that relationship and membership.

### Step 1: Build Relationship with Prospective Members in Your Region

Research and then reach out to prospects in your region – confirm we have the correct point of contact and contact information. Determine whether they are a National NAHRO member, Regional NAHRO member, chapter member, etc. Reach out to organizations (schedule a call or whatever you are most comfortable with) in your region to introduce yourself, identify common challenges, establish yourself as a neighbor and a resource for them. Learn as much as you can about your prospect: what are their challenges, what their situation is, etc. You will likely identify commonalities.

### Step 2: Introduce them to NAHRO

Introduce the topic that NAHRO is also a potential resource for them as well. They may or may not be familiar with NAHRO. Explain the different levels of NAHRO (National, Regional, State levels, etc) and that the memberships are separate. You can direct them to [www.nahro.org](http://www.nahro.org). We are a membership organization that exists for them – and that they might want to consider joining – start building connections between what they need and what NAHRO provides.

- NAHRO, established in 1933, is a membership organization of more than 26,000 housing and community development providers and professionals throughout the US.
- NAHRO is the largest and oldest membership organization representing housers.
- Memberships are separate – an organization must join each level of NAHRO separately and there are benefits to doing so.

### Step 3: Explain why NAHRO membership is important to you

This is where you tell your personal story: Share how you and your organization use your NAHRO membership, why are you a member, what you value most, and how NAHRO has helped you.

### Step 4: Communicate the Benefits of NAHRO Membership

Focus on “What is in it for them.”

- **Professional Development**  
Significant discounts on all NAHRO training products, from quick online courses to on-site, multi-day classes. NAHRO members stay sharp with a multitude of professional development options.
- **Conferences & Events**  
NAHRO hosts three signature conferences each year (Washington, Summer & National), giving housing professionals unparalleled opportunities to gain experience, connect and grow. Members enjoy discounted registration rates and opportunities to exhibit and advertise.
- **Information & Inspiration**  
NAHRO cuts through the noise and delivers the news and analysis that busy housers and community development professionals rely on.
- **Advocacy & Representation**  
NAHRO members have access to robust advocacy tools, Congressional appointment scheduling during our annual Hill Day, and more.
- **Awards & Scholarships**  
NAHRO members and the students who live in their housing are eligible for a wide range of honors, including agency-wide and individual awards, the What Home Means to Me poster contest, and two scholarship programs for college-bound youth.
- **Leadership & Career Development**  
Find business partners and build your career with NAHRO’s job and RFP/RFQ center, opportunities to serve on leadership committees, guidance from veteran housers and networking opportunities with rising professionals.

### Step 5: Seal the Deal

Prospective members can join online at <https://www.nahro.org/membership/join/> Refer them to Suzanne Stuart for assistance if needed: Suzanne Stuart, NAHRO Director of Membership, [ssuart@nahro.org](mailto:ssuart@nahro.org)