

NAHRO Member Ambassador Program Overview July 2025

Objective:

In support of the NAHRO Strategic Plan, the NAHRO Member Services Committee is developing a NAHRO Member Ambassador Program to support membership recruitment and retention at national, state, and local levels.

Program Approach:

The plan is for member ambassadors to conduct ongoing member outreach in their regions. Member ambassadors are well suited to discuss the benefits of NAHRO and communicate ways existing or prospective members might benefit from fully engaging with NAHRO. The program is developed in such a way that is sustainable, effective, yet not burdensome.

Regional Leads:

The following regional representatives will serve as the regional points of contact for the ambassador program:

North Central Regional Council: Dara Lee dlee@claycohra.com, Clay County Housing and Redevelopment Authority and Amber Carlson ambercarlson@beldinghousing.org, Belding Housing Commission

Pacific Southwest Regional Council: Vanessa Gonzalez vanessa.gonzalez@tucsonaz.gov, City of Tucson Housing and Community Development Department

New England Regional Council: Kristina Tatroe ktatroe@haigroup.com, HAI Group

Pacific Northwest Regional Council: Jill Stanton jstanton@bremertonhousing.org, Bremerton Housing Authority

Middle Atlantic Regional Council: Angela Carolla angela@faycha.org, Fayette County Housing Authority

Mountain Plains Regional Council: Revonda Stordahl rstordahl@buttehousing.org, Public Housing Authority of Butte, and Trina Swafford trinas@homefrontpartners.org, HomeFront

Southeastern Regional Council: Robert Greathree rgreathree@chauthority.org, Housing Authority of the City of Columbus, and Taleshia Stewart, Columbia Housing

Southwest Regional Council: LaShun Bland lbland@lonokepha.com, Housing Authority of the City of Lonoke

Small Agency Advisory Committee and Regional Service Officers:

The NAHRO Small Agency Advisory Committee will take the initiative to support this program as well. Beverly Banks and Amber Carlson serve on both committees and can help coordinate efforts. From a division of work perspective, it is proposed that the NAHRO Member Services Committee focus on housing agencies with greater than 500 units, and the Small Agency Advisory Committee focus on housing agencies with 500 or fewer units.

Regional Service Officers will have insight into this program and access to the tools provided to support their coordination efforts.

Online Toolkit:

An online toolkit to support member outreach has been developed. It is currently available on the nahro.org website, in the member services committee section:

[Member Services Committee – The National Association of Housing and Redevelopment Officials \(NAHRO\)](#)

The toolkit contains:

- Program Overview (this document)
- Talking points for calls/emails
- One pager of NAHRO member benefits
- Link to NAHRO member brochure
- NAHRO 2025 membership dues schedule at a glance
- list of members and prospective members by region to include number of units primary contact, name of organization, email address, phone number.
- data from NAHRO Conference Surveys has been posted as well, to provide insight about how recent NAHRO conferences were perceived by attendees.

Progress measurement:

Baseline membership statistical information from 4/29/25 is provided here, to measure progress. For all years except the current year, the numbers are “year end”.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Member Category	2025 Q2	2025 Q1	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Housing Agencies	1842	1813	1,904	1,911	2,048	2,103	2,138	2,196	2,208	2,241	2,271	2,339	2,372	2,454	2,504
Public Agencies	76	72	83	78	74	79	81	92	103	106	116	130	135	147	159
Corporate Members	156	147	166	154	220	228	231	257	257	265	271	284	309	313	331
Non Profit Organizations	65	62	72	80	80	81	80	92	97	104	100	106	119	121	126
Complimentary Organizations	70	64	62	59											
Individuals	318	314	328	325	326	336	360	364	378	379	419	514	520	543	576
Totals	2527	2472	2,615	2,607	2,748	2,827	2,890	3,001	3,043	3,095	3,177	3,373	3,455	3,578	3,696

Our initial goal will be to achieve a 5% net increase in National NAHRO membership bringing our membership total to 2,653, by the end of 2025.

Other program milestones should be developed related to regional, state and chapter levels of membership growth, forming solid relationships within the regions to fortify member retention, and to improve the quality and exchange of member data.

Data and Reporting: The toolbox data will be refreshed quarterly. Regular membership status reports will be sent to member ambassadors to include lists of new, renewed or canceled memberships.