



## **SPIKES**

Spikes are one of the most active and dedicated groups in The Greater Iowa City Area HBA and National Association of Home Builders (NAHB) membership – the recruiters. Created in 1953, NAHB's Spike Club recognizes members' outstanding efforts recruiting new members and retaining the members we already have. Spikes are critical to our association's growth.

### **Spike Club Q&A**

#### **What are the Benefits of Becoming a Spike?**

The real benefits are intangible: You are recognized for your contributions to the association and regarded as an accomplished and connected member. Additionally, Spikes receive:

- A coveted invitation to the biggest party of the year, the Spike Party at the International Builders' Show.
- Increased visibility, recognition and networking opportunities at industry events.
- Unique and valuable rewards, including ribbons and lapel pins, for each level of achievement.
- Additional VIP treatment throughout the year.

#### **How do I become a Spike?**

Before becoming a Spike, you're a Spike candidate. That means you have earned between one and five and a half credits. Once you earn your sixth credit, you become an official NAHB Spike.

#### **How do I earn Spike credits?**

Spike credits are earned by recruiting and retaining NAHB and council members. Spikes earn one credit for each new Builder or Associate member they sponsor. When that member renews after his or her first year of membership, the sponsoring member automatically gets one renewal credit. Every year the member renews thereafter, the sponsoring member will receive a half renewal credit. Spikes receive a half credit for recruitment and a half credit for the renewal of Affiliate members.

**Will I earn Spike credits for recruiting and retaining members into a Council?**

Yes, when a new council membership is activated the recruiter earns a half credit, and when that member renews his or her council membership, the sponsor earns a half retention credit for each renewal.

**What are the Spike Club levels?**

<b>Spike Candidate</b> 1-5 Credits	<b>Spike</b> 6 Credits	<b>Life Spike</b> 25 Credits	<b>Green Spike</b> 50 Credits	<b>Red Spike</b> 100 Credits
<b>Royal Spike</b> 150 Credits	<b>Super Spike</b> 250 Credits	<b>Statesman</b> 500 Credits	<b>Grand Spike</b> 1000 Credits	<b>All-Time Big Spike</b> 1500+ Credits

**How can I get tickets to the IBS Spike Party?**

You must be a Spike in good standing as of October (having at least 6 credits), and you must have earned at least one new member credit from Jan. 1 to Oct. 31. The new member credit can be one full credit earned when a new Builder or Associate member is recruited, or two half credits when Affiliate or Council members are recruited.