

# RECRU1T

## MEMBER LEAD GENERATION

The method is simple and works in two steps: first, you gather prospects. Then, you target them through modern and traditional communication, in hopes of converting them to becoming **new members**.

### GATHER PROSPECTS

#### Internally from:

- ✓ Referrals from your own members
- ✓ Other associations
- ✓ Other trusted sources
- ✓ Lapsed members
- ✓ Non-member registrants/attendees to events, education sessions, or other HBA activities
- ✓ Social media followers

#### Externally from:

- ✓ Permit lists
- ✓ Local government websites
- ✓ Calling government offices requesting lists
- ✓ Chamber of commerce
- ✓ State associations or other associations your HBA is affiliated with

#### TARGET THRU:

EMAIL + PHONE  
+ SOCIAL MEDIA + DIRECT MAIL



**NEW  
MEMBER**