

MBA'S STATE AND LOCAL WORKSHOP

APRIL 13-14 | THE WESTIN DC DOWNTOWN



General Session: Tomorrow is Here - How State and Local Associations Can Rise to the Moment

Steve Richman and Rebecca Lorenz

TOP 25 ISH IDEAS FOR STATE AND LOCAL ASSOCIATIONS

1. **Has Your Mission Been Updated?** – Education is important, but your members are looking for more
2. **Young Professionals** – They are the future and they need to be engaged now
3. **Lessons From Affiliates** – Affiliates attend to meet their potential customers. Invite potential customers – Realtors and Builders – to attract more lending professionals
4. **One Size Does Not Fit All** – Instead of having generic programs, think about a luncheon just for Processors or another position
5. **How is Your Social Media Game?** – Copy someone who is doing it better than you and visuals count
6. **Bring a Friend** – Offer discounts if someone brings a new person
7. **Award Ceremonies Are Hot Tickets** – Make it real, make it nice, celebrate them
8. **Merge & Partner** – Other states and other industries
9. **Gone Golfing?** – Consider pickleball or cornhole
10. **WIIFM** – What's In It For Me?

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11. **Koop Comment** – Talk about service on the Board as a positive/not that you can't wait for your term to end
12. **Raffles** – Big ticket items bring big interest
13. **No Recruiting** – Make it a policy / a sign / a commitment
14. **Note Sharing** – Distribute the key takeaways from your meeting
15. **Skills** – Have speakers teaching skills
16. **Do You Hear What They Hear?** – Don't nickel and dime your membership
17. **All About Advocacy** – Tighten up the pitch and the elevator speech
18. **Workshops / Roundtables / REBAR** – Alternatives to tradition meetings and luncheons
19. **You Will Walk Away With** – When they leave, they will have actual marketing pieces or prompts that they can implement
20. **Board to Board** – Strive for continuity
21. **Pop Culture** – Consider Hot Wings or Shark Tank in lieu of traditional panels
22. **TEN Talks** – Have multiple quick 10-minute TED like talks to promote more speakers and more ideas from the stage

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23. **Talk To Who Is Not There** – Survey non-members and non-attendees to see what will get them there
24. **Puppy Love** – Bring in animal rescue and participation will go up
25. **Sales Mentality** – We are all in sales and we all need to sell the Association

CONTACT INFORMATION

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