

Young Professionals Recruitment Program

The proposed Young Professional targeted recruitment program is aimed at testing the impact of a discounted price point on membership recruitment and retention of young professionals in the association. The Program will also focus on improving engagement efforts by local HBAs during the first four years of membership to encourage YP members' participation and foster a sense of connection with the association.

The discounted price point for new young professional members (under the age of 45) who have not held a membership in the preceding two years will be as follows:

Year	Discount
1 st Year	Introductory Rate of \$75 Dollars Total
2 nd Year	\$300 dollar savings (\$100 per level*)
3 rd Year	\$300 dollar savings (\$100 per level*)
4 th Year	\$300 dollar savings (\$100 per level*)
5 th Year	Non-discounted rate

*The three levels include local, state, and national. In the case of states without a statewide HBA, a \$200 dollar discount will apply.

Example Dues Rate

Imagining that the total dues rate for a Builder/Associate member is \$750 a year, with \$198 dollars going to national, \$250 going to the state, and \$302 going to the local.

Year	What the Member Pays	Local Dues	State Dues	National Dues
1 st Year	\$75 Dollars	\$25	\$25	\$25
2 nd Year	\$450	\$202	\$150	\$98
3 rd Year	\$450	\$202	\$150	\$98
4 th Year	\$450	\$202	\$150	\$98
5 th Year	\$750	\$302	\$250	\$198

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3. The discounted rate for the program will not be infringed. All discounts must be passed through directly to the Young Professional member.
4. Solicitation will occur during a two-year period in 2024 and 2025. Solicitation of new YP members into the program can occur for as long or as short as the HBA would like within that two-year period.
5. Young Professionals that enter the program during the first two years, must remain members throughout the program to retain the discounted rate. They can fall into the cancelled status (31-120 days past anniversary date) and be reinstated at the discounted rate but may not enter back into the program after falling into expire (121+ Days past Anniversary date). Please see the [membership timeline](#) for a detailed account.
6. 20 HBA's will be chosen for the program after the application closes on August 31, 2023. HBA with greater than 100 members are eligible to apply.
7. HBAs must have an engagement plan for attracting, retaining and engaging young professional members (defined as 45 years and younger) and must submit their plan as part of the application process.
8. HBAs must commit to maintaining their engagement efforts throughout the Program's discount period and preparing new Builder or Associate members to renew each year and transition to full dues-paying members in year 5.
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