

*Application to Participate on the .....*

## **Sales & Marketing Council Steering Committee**

The Sales & Marketing Council helps builders sell their homes more effectively by offering educational opportunities, awards and recognition programs, and sales and marketing tools like the Sales & Marketing Channel to its members from the National Sales & Marketing Council. The Council connects people and builds careers through **information, education, recognition and networking.**



The Sales & Marketing Council Steering Committee is responsible for executing three strategic issues of the HBA's strategic plan, adopted by the Board of Directors, specifically the issues of "engage, retain and recruit members", "leadership development", and "allocate appropriate resources to sustain financial stability" in conjunction with other elements. To accomplish our objective, the Council is made up of four (4) committees – Programs, Sponsorships, Membership and Promotions

**Programs** - The Council puts on monthly programs and events that fulfill the mission of the Council. The programs committee develops and plans the programs.

**Sponsorship** – Each program and event offers sponsorship opportunities that allow companies to promote their products and services to the attendees of that program or event. The Sponsorship Committee seeks and secures sponsors.

**Membership** - Understand the value of SMC membership and promote it to HBA members for the purpose of growing the Council.

**Promotions** – Promote the programs and events to HBA members and area Realtors. Methods include e-mail blast, office visits, Facebook posts and, with certain events, pay-per-click advertising on Facebook.



## **As a participant on the Sales & Marketing Council Steering Committee, you are committed to each of the following:**

Attend all regularly scheduled meetings or, if unable to attend, contact the HBA office. Members who incur two unexcused absences within 12 months will be asked to meet with the Council Chair to discuss continued service on the Council.

Attend at least one (1) Member Benefits Overview (Orientation) each year.

Understand and actively promote the Mission of the Association.

*"The Housing and Building Association of Colorado Springs is committed to promoting policies that allow for the production of safe, decent and affordable housing and to enhancing the environment for the housing and building industry in El Paso County."*

Support the strategic plan of the organization by identifying and helping to fulfill goals / objectives within each of the critical areas that pertain to the Member Services Council:

- engage, retain and recruit members
- leadership development
- allocate appropriate resources to sustain financial stability

**I would like to actively participate on the Sales & Marketing Council Steering Committee and will commit to the following committee(s):**

- |                          |            |                          |             |
|--------------------------|------------|--------------------------|-------------|
| <input type="checkbox"/> | Programs   | <input type="checkbox"/> | Sponsorship |
| <input type="checkbox"/> | Membership | <input type="checkbox"/> | Promotions  |

Name \_\_\_\_\_

HBA Member Company \_\_\_\_\_

Email \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_



Signature \_\_\_\_\_ Date \_\_\_\_\_

