



Guide to Recruiting Members
And Forming A MHOA Chapter



Tools for the job:

- MHOA Membership Application
- Handouts
 - A list of what MHOA has already done for park residents
 - A list of MHOA's present aims
- A Bulletin Board Notice
- A List of Residents (Roster)
- Telephone Tree form
- Record in card form

It takes some gumption to go knocking on doors to ask people to join an organization. Knowing your subject so you can answer questions builds your confidence. Perhaps two of you would feel more comfortable doing this together.

Being able to refer people to our website and Facebook page is one "opening gambit" in a conversation. Just hand them a sheet with that information for their later reference:

- MHOA is on the world-wide web at www.mhoanj.org. A person can navigate to this address on their computer and see loads of information about MHOA.
- We are also on Facebook. (Just type "Manufactured Home Owners Association of NJ, Inc." in the Facebook address bar and you will find our Facebook page.

You may want to organize a meeting to get folks together and meeting one another as potential fellow members of MHOA. The Bulletin Board Notice would be useful in publicizing the meeting.

A list of residents (roster) is useful in planning your door-to-door visits. Some parks won't give them out. If there is already a homeowners association (HOA) in your park, they may have a full roster. More importantly, you need to have them see that membership in MHOA is not a competition with the existing HOA and there are many parks where the two function happily side-by-side. In some cases, the MHOA Chapter in the park is THE HOA for that park as well. By

using the roster to lay out the total number of lots in the park, then filling in the homes where members live, you can see at a glance the areas where you need to do your work.

Going door-to-door is easier once you have started. Remember this is just a pleasant conversation with an individual like yourself and your neighbors. You've got something special – membership in MHOA – to offer. And, you're just stopping by to make sure he or she is aware of the work of MHOA and the benefits membership in the Association offers.

To get started:

- Knock on the door
- Introduce yourself
- Ask for 5 minutes of their time
- Explain MHOA and its benefits
- Answer questions
- Ask them to join
- Travel in teams of two if possible as it makes for more informal and comfortable discussions.

INTRODUCTION

Recruiting members is key to building a successful Manufactured Home Owners Association (MHOA for short) chapter in your community. This guide is designed to assist both new “At-Large” members and existing MHOA of NJ, Inc. Chapters build their membership. The plan is designed to provide an organized effort that will enable you to develop a plan of attack and monitor your progress.

WHAT THE JOB ENTAILS

Building a MHOA Chapter means signing up new members and, once they’ve joined, motivating them to participate in local Chapter and state MHOA activities. The fundamental tasks are:

- Organize other manufactured home residents to join and participate in MHOA activities.
- Establish a “telephone tree” of member numbers and telephone contact assistants in your park.
- Set up and keep membership files.
- Promptly submit all applications and dues.
- Update other parks and people at the state level about your recruitment and other activities, thereby sharing what works with others.

THE MAGIC FIVE

The key to success in any program is having achievable goals. IN recruiting membership for MHOA of NJ, Inc. you’ll have to decide how to reach your goals. Remember, there are five basics of achieving new membership growth. So you might want to think “fives” in terms of accomplishments. After all, our membership development is based upon a “5 for 5” program.

Examples:

- Ask 5 people each day (week or month) to become MHOA of NJ, Inc. member.
- Ask 5 other people to sign up one new members each.

This well in a smaller park and it is an easy way to reach new residents moving into the park.

In a larger par with 200 residences or more, the Black Captain system is a more effective way to accomplish your goals. In a large park more structure in your membership recruitment program.

Examples:

- A Block Captain is assigned a specific area of the park. It is his/her responsibility to contact residents in his/her area and ask them to become members.
- Block Captains keep records of members in their area. They are aware of changes (moved, died, non-pay) and ask all new residents to become members.

- At renewal time Block Captains call on each delinquent member to see if problems exist and to advise them that their benefits will be cancelled if they do not renew.

With a Block Captain system you can be sure that existing residents, new residents and delinquent members are included in the program and membership records are kept current. The Block Captain gives the park membership coordinator all new membership applications and advises the coordinator of any changes in his/her area.

It is a simple easy method, once established. And, it keeps a minimum of attention to keep working. Best of all, it cuts the workload and helps you a maximum number of people in your membership recruitment effort.

The tree begins with you. Using the telephone tree diagrams, begin with filling yours out with your name at the top of the list in your park. On your tree list your five key assistants.

Telephone assistants may be your most reliable and active volunteers or they may just be people willing to take on the telephone responsibility of calling other members or prospects.

Each of these five people should be assigned another five calls, and so on. You can make the tree as complex or simple as you want.

PARK ROSTER SHEETS

Keeping track of who's a member is crucial to the recruitment process. While computer printouts and renewal notices from the state office can be helpful, it's important to have a reference sheet where you can see at a glance the number of members in your park, where they live, and how to reach them. The accompanying sheets can do just that. As new members are recruited, add them to the list.

RECORD KEEPING

Just the mention of it usually brings groans of distress. Nobody like paperwork – especially since we all spend a lifetime doing it. That's why we've developed a simple card system to keep track of MHOA members in individual parks. The system is really basic, easy to update and can provide you – at a glance – with a list of your best, most willing volunteers. A supply of index cards is all you need.

The first step is to make a card for each member in the park. The card should look like the cards in the appendix. You can add any information that you think is important.

Next separate the cards by those willing to volunteer vs. those not willing to volunteer. Place a color dot mark or sticker on the top of the cards representing members willing to volunteer. That way you'll be able to pick out the cards of those willing to help out with just a glance at the file. You can use different colors for those willing to help out with setting up meetings, working

on the telephone tree, etc. The file is especially handy to new leaders coming on-board for the first time.

HELP WHEN YOU NEED IT

Sometimes you'll be asked a question you can't answer. It's happened to all of us. Don't be concerned. That's why there is a network of MHOA Officers, to help when you are faced with a new or different situation. Be honest and say "I don't know but I will find out for you."

When you need help, visit the website at www.mhoanj-org or call (732) 534-0085 or email mhoanj@optonline.net

Some tips from our most successful recruiters:

- Each chapter need a greeter whose job it is to greet new people who move in. Each new resident should be contacted within two weeks of moving in.
- When you recruit a new member make the first order of business to introduce them at the next meeting.
- If people refuse to join, ask them why. You may be able to overcome their objections or find out that their refusal is because they don't understand what MHOA is and/or does.

SUGGESTED OUTLINES FOR DOOR-TO-DOOR CONTACT

1. IDENTIFY YOURSELF AND TELL HOW THE PERSON WILL BENEFIT FROM LISTENING TO YOU. EXAMPLE:
 - a. Good morning Mr. Anderson. I'm John Doe. I'm a member of the Manufactured Home Owners Association Chapter in this park. I live just down the street.
 - b. Because I know you must be busy I've put together some materials to show you just what MHOA is.....
2. ASK FOR TIME TO EXPLAIN. Example:
 - a. May I take just a few minutes to explain these things before leaving them with you for review?
3. EXPLAIN. Example:
 - a. MHOA is a statewide, non-profit association. Our purpose is to protect and preserve the interests of manufactured home owners across the New Jersey.
 - b. As a member you'll benefit in many ways. For example when you have any question about what's going on in the park, or at the rent board, you'll be able to attend our meetings and get accurate information.
4. ASK FOR A COMMITMENT – ASSUME THEY WANT TO JOIN
5. HANDLE OBJECTIONS IF THEY ARISE

- a. Everyone won't join on the spot. Be sure to invite the prospect to attend your next meeting with no cost or obligation. And don't forget to give them a reminder call a day or two before the meeting.
6. LEAVE AN APPLICATION AND BROCHURE
7. If someone refuses after three invitations, do not pursue them any further as your time is better spent on more enthusiastic recruits.

BRANCHING OUT WITH PHONE TREES

You have, at your fingertips, a simple method for organizing communication between you and the membership recruiting assistants in your park.

A telephone tree is your basic tool to spread the word quickly. Whether it is a meeting notice, a call to action on a legislative issue, or to organize volunteer assistance for a park project, the telephone tree will quickly organize the best volunteers.

Just as there are five basic points to organize your membership recruitment, five is a good number to use in dividing up the calling assignments in a telephone tree.

MEETING TOPICS

Speakers should not dwell just on landlord/tenant problems exclusively.

Keep meetings interesting and informative. Some topics to discuss strategies for:

- Home Maintenance
- Home Safety
- Insurance costs
- Utility expenses

Good Luck!

LEGISLATION MHOA HAS HELPED TO OBTAIN

- Anti-eviction laws, which prevent landlords from evicting tenants except for limited reasons.
- The Tenants' Rights Act
- Laws to allow "For Sale" signs on homes
- Prevention of fees for entrance into parks
- Requirement for leases
- Right of first refusal
- Law allowing real estate agents to list manufactured homes for sale
- We have assisted tenants in many towns to obtain rent control ordinances in their communities
- Laws prohibiting landlords from withholding permission for sale of homes without reason
- Disclosure of fees before entrance

MHOA OF NEW JERSEY

MISSION STATEMENT

MHOA NJ was founded and exists for the purpose of insuring the rights of manufactured home owners by dispelling through education the misconceptions and myths held by the public, media, and government officials concerning manufactured housing and its owners and/or residents

Our goals are to:

1. Protect and strengthen manufactured housing communities and the rights of everyone living in manufactured homes.
2. Promote meaningful change in legislation to increase legal protection for community residents.
3. Preserve efforts and encourage its residents to live in comfortable and safe communities.
4. Strive to educate our legislators and municipal leaders about issues which impact our communities.



Join the
Manufactured Home Owners Association of NJ, Inc.
(MHOA)
THE ONLY ORGANIZATION REPRESENTING
NEW JERSEY MANUFACTURED HOME OWNERS

Meeting Notice

DATE _____

TIME _____

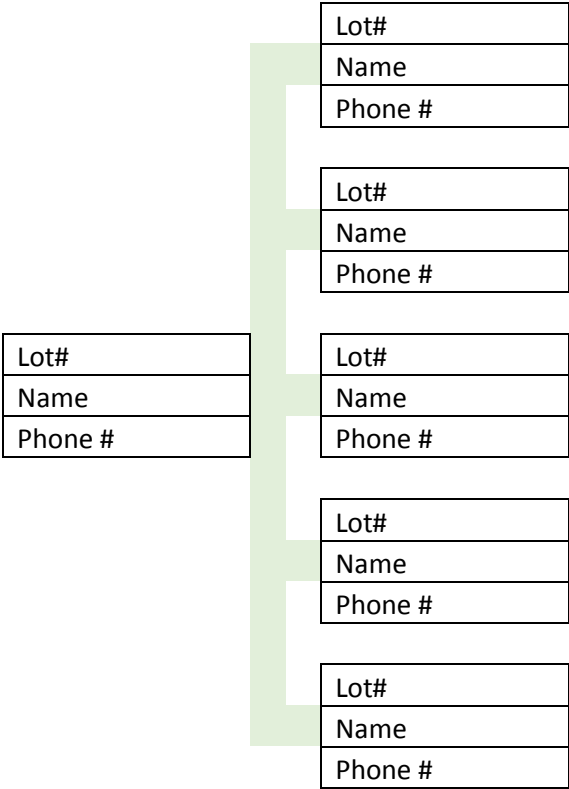
LOCATION _____

PROGRAM _____

For more Information Contact:

Name _____ Phone _____


Telephone Tree



APPENDIX

Sample 3x5 Card

Chapter:



Name

Address

Phone

Interests

Other residents (1)

Other Residents (2)

Joined

Renewed

There is a free template downloadable from Microsoft Excel for a 3x5 (from which the above illustration was derived) and 4x6 index card if desired. It assumes using Avery card stock.

The blue oval is just an example of a possible sticker on such a card.

If there is anyone just a little computer-savy these records could be easily stored in an Excel format. And if anyone is familiar with Microsoft Access, there is upon request a blank database tailored for a local chapter to use.