

Overview: The success of our chapters is core to the NAHREP's overall strategy and goals. But what defines success for our chapters? NAHREP measures the success of our chapters according to performance using the following five metrics. Chapter mentors refer to these metrics when assisting chapters with strategic planning and other support. The following are explanations of each measurement for success. These are selected based on their alignment with NAHREP's mission statement and growth objectives.

1. Participation at the national conventions

For members and chapter leaders experiencing the maximum that NAHREP has to offer can only be achieved by attending a national convention. The most successful chapters will have a high percentage of the members participate in at least one national convention. Members that attend the national conventions will become your most loyal and dedicated. Every chapter should create a strategy that promotes the conferences and ensures that their board and leadership always attend the national events.

2. The number of dues paying members

A large member database provides the chapter with dedicated supporters and financial resources to provide valuable services to our constituency and stakeholders. Increasing the number of unique participants as expressed above will naturally increase the number of paid members. At all events chapter leadership should deliver a clear message on the value of membership. Chapters should set membership goals and develop a clear and easy process to acquire and retain members on a regular basis.

3. The number of unique participants at your chapter events

This refers to the total number of people who attend or participate in your chapter events during the course of the year and individuals that attend multiple events only count as one. NAHREP strives to introduce our organization to the largest number of real estate professionals as possible. Growing the number of unique participants provides NAHREP with a larger database for advocacy and marketing. Hosting well organized events that provide education, motivation and tangible value will attract the greatest number and the highest level of attendees in your market. The quality of your events will be far more important than the quantity. Only attendees that are in the registration database will count.

4. Financial stability

Great chapters have the financial resources and discipline to manage their chapter well and provide great events and resources to their members. Every chapter should strive to have at least one full year of operating capital in their reserve account.

5. Successfully establishing a relationship with at least one member of Congress

NAHREP is a leading advocate on housing policy and Hispanic issues. Members of Congress and the U.S. Senate respond well to constituents who live and work in their districts. Chapters can advocate on behalf of NAHREP with their member of congress. Successful chapters should establish a committee to organize visits to local congressional

Chapter Measurements of Success

offices where members and chapter leadership can present NAHREP's State of Hispanic Homeownership report along with our policy positions to lawmakers.

Strategic Planning

Chapter Mission: To advance sustainable Hispanic homeownership by empowering the real estate professionals who serve the community.

Chapter Vision: To make sustainable homeownership available to all.

Core Values: Education / Integrity / Leadership / Accountability / Reliability / Excellence / Diversity

#1 Membership Services	#2 Revenue Generation	#3 Education	#4 Public Relations	#5 Public Policy
Communications	Sponsorships	Leadership Development	Strategic Alliances with other Organizations	National Advocacy Committee
Event Planning	Memberships/Affiliates	Real Estate Education		Local Government
Local Planning Meetings	Membership Drives	Conventions		Government Communications
Membership Benefits	In Person Events			NAC Regional Leaders
Networking Opportunities	Virtual Events			PACs