

New Member Welcome Process

The Membership Committee, seeing the importance of engaging new members right away, has developed the following process to welcome new members into the Association. Once a member fills out the online application, an email notification to the BOMA Office is triggered. That will set the following process in motion.

1. The Membership Committee Chair will send out an email to the new member. The content will be personalized by the Chair, but will include the following information.
 - a. Mention of the Board of Directors.
 - b. BOMA Oakland/East Bay Mission Statement.
 - c. Name and contact information of assigned Membership Buddy. This will be a member of the Membership Committee. Assignments are made on a rotating basis.
 - d. Link to the next event through Calendar of Events.
 - e. Contact information for the BOMA Office and Staff.
2. Membership Buddy will then take over for a 90 day, touch point program.
 - a. Buddy will send an email introducing themselves and inviting the new member to the next BOMA luncheon or other event. This email will contain information regarding the importance of BOMA in networking. It will also explain how to add an additional staff member to the organization profile.
 - b. At 5 days, the Buddy will make a phone call to the new member offering a tour of the Member Login Process and key features of the Member Profile.
 - c. At 30 days, the Buddy will send out an email regarding the importance of advocacy.
 - d. At 60 days, the Buddy will send out an email regarding the importance of education.
 - e. At 90 days, the Buddy will send out an email regarding the importance of community service.

Appendix A: New Member Welcome Email from Membership Committee Chair



Dear XXX,

As the 2014/2015 President of BOMA Oakland/East Bay, and on behalf of the Board of Directors, I would like to take this opportunity to welcome you to BOMA Oakland/East Bay (OEB).

As you hopefully know, the Mission of BOMA OEB is:

The mission of BOMA/Oakland-East Bay is to actively and responsibly represent and promote the interests of the Commercial Real Estate industry through effective leadership and advocacy, through the collection, analysis and dissemination of information and through professional development.

In order to help you better engage, and get the most out of your BOMA Oakland/East Bay Membership, we are connecting you with a BOMA Buddy. To help get you started, your BOMA Buddy will provide you with a tutorial of your User Profile on the BOMA OEB website. They will also, over the coming months, point out specific benefits we encourage you and your company to take advantage of.

I would like to personally invite you to attend <INSERT NEXT EVENT>. The event will be held on MONTH DATE, YEAR at TIME at LOCATION. Hope you can make it!

CONTACTS

BOMA Buddy:

BOMA Office:

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Please feel free to reach out to your BOMA Buddy, the BOMA OEB office or me if you have any questions or require additional information. I look forward to seeing you at our next event.

<INSERT Presidents SIGNATURE BLOCK>