

## REAL Training 2024 Schedule

All meetings are on the 2<sup>nd</sup> Wednesday of each month, 7-9 p.m. Eastern, on Zoom.

January 10<sup>th</sup>

### **What are we DOING? Getting clear on the vision and purpose of your group**

With everything that has to happen just to make a real estate association RUN, it's easy to get caught up in the "thick of thin things." In this meeting, we'll discuss how to get clear on your group's vision, mission, and high-level goals, who to share those with, how to get buy-in, and how to make a workable plan to reach the big goals that are always on the back burner.

February 14<sup>th</sup>

### **How to Grow Membership**

Without members, your association doesn't exist. Without a constant influx of NEW members, your group not only shrinks but also becomes stale. We'll share ideas for signing up more new members than you lose each year and what it takes to "sell" memberships.

March 13<sup>th</sup>

### **How to Create and Organize Great Programming**

Our meetings SHOULD BE the best advertisement for membership: guests should come to just one and know that joining is a no-brainer, and members should get value out of each. But that means that EVERY meeting needs to be awesome, and that we have to think through what members and potential members will find valuable. We'll talk through how to think about that, plan your meetings well in advance, and market them well.

April 10<sup>th</sup>

### **Subgroups and Focus Groups: the Why, What, Who, and How**

Subgroups fill an important role within a real estate association, but they're also almost universally a pain in the rear. We'll talk about why you should probably have them, where to hold them, who should be running them (and who won't run off with them), and how to make them an important part of your recruitment and retention efforts.

May 8<sup>th</sup>

### **Hiring Team Members**

One of the hardest things about growing an association is that the day-to-day work takes up so much time that it's impossible for the people who run it to focus on bigger goals. The solution isn't more volunteers or more work for you: it's hiring people to take care of the day to day stuff. We'll talk about virtual assistants, association managers, executive assistants, executive directors, and more.

June 12<sup>th</sup>

### **Recruiting Vendor Members and Sponsors**

You've created a platform that certain types of existing businesses value: a concentrated group of their potential customers. Are you charging them enough to access that group? What benefits can you provide to them other than a listing on your website and a table at your meetings? Should you have a contract with them? We'll discuss all that and more this month.

July 10<sup>th</sup>

### **Web and Social Media Marketing**

Most associations do a poor job of marketing and communicating via the web and social media, which, today, is the primary way people will find you and decide whether you're worth more than 30 seconds of their time. We'll discuss the purpose of this kind of marketing (hint: it's not talk about your group, or to deliver inspirational quotes), how to make it more engaging to members and potential members, and more.

August 14<sup>th</sup>

### **Retaining Members**

Getting new members is a great way to grow a group, but if you're not retaining existing members, you might find yourself going backwards. Let's talk about why members leave, what makes them stay, and how to keep them for years and years.

September 11<sup>th</sup>

### **Setting Up for Success: How to Run a Meeting Right**

There's a lot that goes into holding meetings: choosing the right venue, having the right sound and A/V equipment, whether there's food or drinks, even the experience members have when checking in. We'll talk about best practices for making each of your meetings the best they can be.

October 9<sup>th</sup>

### **Creating Community in Your Association**

It's easy to "feel" the culture within a real estate association—unless it's YOUR association. A feeling of community brings in new members, keeps old members around, and makes the group a valuable place to do business, get advice, and feel inspired. We'll talk about how to intentionally create a real, inclusive community within your group, what to do about "bad guys", and why this should be at the top of your to-do list.

November 13<sup>th</sup>

### **Getting and Managing Volunteers**

Whether you lead a for-profit or non-profit association, you probably wish you had more devoted 'hands' to help run meetings, take on tasks, and help you recruit and retain members. And you've probably already found out that asking doesn't get you what you need. So what does? That's what we'll discuss at this month's training.

December 11<sup>th</sup>

### **The Best Ways to Get Non-Dues Revenue**

Dues are just one of the many ways to 'monetize' your group. There are lots of others, from selling speakers to in-house training to joint ventures with vendors and more. We'll share our best sources of non-dues revenue at this, our final meeting of 2024!

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