



IHA Membership Working Group:

Thoughts & Recommendations on Updating the IHA Web Site & New Membership Recruitment Collateral

1. WEB SITE

Purposes of the web site

1. Share IHA information that can advance IHA policy objectives
 - a. e.g. documents like “Housing Affordability: A World Challenge”
2. Attract new members
3. Promote professionalism/expertise/credibility of IHA (supporting 1 & 2)
4. A resource hub for IHA members

Recommended General Updates

- Create new “members only” section of site to house all IHA member materials (e.g. meeting materials)
- In terms of documents, only share publicly those that advance objective 1:
 - Targeted documents
 - Member country documents that are also available publicly
 - Statements of Intent of Working Groups (or shorter versions)
 - Blog? – potentially; frequency/level-of-effort tbd as part of larger social media strategy (phase 2); purpose – to boost search engine results
- Keep all other documents as member benefits for IHA members
- Member countries should be its own link (not under “join IHA”)
- Join IHA can be bolstered by new marketing materials (some, not all)

Recommended Specific Updates

- Use same layout as NAHB website
- Insert Icons for Social Media Profiles
- Insert pages’ names in the URL, to improve searching engine results:
 - Example:

- <https://www.internationalhousingassociation.org/page.aspx/generic/sectionID=3015> (current)
- Change to:
 - <https://www.internationalhousingassociation.org/housingaffordability>
- Insert tab icon
- Flags for translation in some languages: English, Spanish, Japanese?; or translate just key sections for membership recruitment; or use AI translation widget for “rough” translation (though would likely need industry-specific terms addressed)
- Update general information and members’
- Menu
 - Home
 - About Us (shorter version, timeline, infographics of meetings and participants)
 - Our Members
 - Types of membership
 - Call-to-action: become a member
 - Member Area (Login)
 - Advocacy
 - Goals/ Top Priorities (insert a link to the issues worked and its statement of intents)
 - Representation (institutions that you can access by being a member)
 - Working Groups
 - Events
 - Future events
 - Past Events
 - Blog? (to boost search engine results – considerations per above)

2. MARKETING COLLATERAL FOR NEW PROSPECTIVE MEMBERS

General

- A “glossy” brochure (could just be ppt) with lots of colour and photos
 - Can be printed and handed to people
 - Could be a hidden video link on web site

- Thinking it should it not be “publicly available” – just provide directly to interested parties
- Videos – sizzle reel
- Have members only section of the web site
- Social media presence to promote membership and be active
 - Geotargeted
- Use list of potential members to target
- Really focus on “what’s in it for them – so benefits to their associations, but also “perks” of international experiences/learning for individuals
 - Photos of meetings/places
 - Map of locations of “recent” meetings
 - IBS participation (and discounts)
- Testimonials
- How we are different than other competing orgs (e.g. CICA)
 - Uniquely housing
 - Uniquely country to country
 - Unique aspects of national associations and GR and other issues
 - Emphasis on staff leaders of national associations
- List all the members of IHA
- Very tangible examples of benefits
 - e.g. CHBA Housing Market Index (thanks to NAHBs)
 - impacts on IMF country assessments
 - best practices in government relations
 - sharing approaches on how to best deal with excessive regulations
 - sharing success stories to leverage on government relations wins
- We need to collect all the photos that have been taken over the years at the different meetings in different countries – quite a few of them would be good for promoting joining (official ones, unofficial ones).

A quick example as a potential starting point (edited from an AI query):

Join the International Housing Association (IHA)

Unlock Global Opportunities in Residential Construction Leadership

Why Join the IHA?

The International Housing Association (IHA) is your gateway to a dynamic global network of residential construction association leaders, policymakers, and innovators. Joining the IHA means being part of a collective effort to shape the future of housing worldwide, while bringing back winning formulas to your organization and country. Here’s why you should join:

1. Global Networking Opportunities

- **Connect** with residential construction industry association leaders, policymakers, and experts from around the world.
- **Build lasting relationships** that foster international collaboration and mutual growth to help you with your own organizations' objectives.
- Participate in **exclusive international forums and events around the world**.

2. Access to Global Best Practices

- Discover **innovative housing policies** and technologies from diverse markets.
- Gain insights into **housing solutions** from around the world.
- Learn how other national associations **tackle challenges very similar to yours**.

3. Advocacy and Policy Influence

- Collaborate on shaping global housing policies while **bolstering your own advocacy efforts**.
- Represent your organization's interests in **international discussions with international organizations and agencies** like the International Monetary Fund.
- **Influence policy frameworks** domestically and abroad.
- **Engage with politicians** from other countries in dialogue that informs them and you for your efforts back home.

4. Knowledge Sharing

- Access a wealth of **research, case studies, and data** on global housing trends.
- **Exchange solutions** to address housing challenges like affordability and climate change.
- Stay ahead of the curve with **cutting-edge insights** and tools.

5. Professional Development

- Attend **meetings, conferences and housing tours** designed for association leaders like yourself.

- **Build your expertise and enhance your skills** to navigate the ever-evolving residential landscape through exposure to international challenges and solutions.
 - Collaborate with global peers to develop **innovative approaches** to common challenges.
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6. Collaboration on Global Challenges

- Address pressing issues like urban density, climate-resilient housing, and housing affordability.
 - Join efforts to build more sustainable but affordable housing systems worldwide.
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7. Enhanced Credibility and Visibility

- **Strengthen your reputation** and that of your association as a **global thought leader** in housing.
 - **Gain visibility** by participating in international forums.
 - **Showcase your contributions to global housing advancements.**
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Take the First Step Toward Global Impact

Joining the IHA positions you and your national association at the forefront of global residential construction policy innovation and advocacy. For national residential construction association leaders from around the world, the IHA provides unparalleled opportunities to grow, lead and make a difference.

Contact Us Today!

Visit our website: www.exampleIHA.org

Email us: membership@exampleIHA.org

Call us: +1-800-555-IHA1

International Housing Association

Shaping the Global Future of Residential Construction, Together.