

Spike specifics

The NAHB Spike Club is NAHB's recognition and incentive program for individuals working in membership recruitment and retention.

Based upon credits earned, there is a progressive program of awards including pins, certificates, plaques, sweaters, and blazers.

A Spike is an individual who has earned at least 6 credits within a two-year period. Spike credits are earned by recruiting and retaining NAHB and council members. A Spike Candidate is an individual who has earned between 1 and 5 Spike credits and will soon become a full Spike with continued credit accrual.

NAHB recognizes and rewards these

membership development efforts with its Spike Club awards program.

How Credits Are Earned

Individuals earn one new member credit for each new member sponsored. One retention credit is automatically assigned to the sponsor of record for first-year renewals, if the renewal occurs on or before the anniversary date. Every year after one-half a credit is earned, if the renewal form lists the sponsoring member. One-half credit is earned for the recruitment and retention of affiliate members. One-half credit is earned for the recruitment of a new council member. One-quarter credit is earned for a council membership renewal.