

National Association of Home Builders

The Spike Club



The Spike Club

Created in 1953

Credits for recruitment and retention

Spike sponsors listed through WMS batch reporting

Monthly Spike Roster Report available in WMS

The Spike Club

Credit Structure

- 1 to 5.5 credits – Spike Candidate
- 6 to 24.5 credits – Spike Club member
- 25+ credits – Life Spike

Life Spike Levels

Green Spike	Red Spike	Royal Spike	Super Spike
50 credits	100 credits	150 credits	250 credits

Statesman Spike	Grand Spike	All-Time Big Spike
500 credits	1000 credits	1500+ credits

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Credits

- 1 credit for Builder or Associate recruitment
- 1 retention credit for 1st year renewal
- ½ retention credit for each year thereafter
- ½ credit for Council member recruitment & retention
- ½ credit for Affiliate member recruitment & retention

Bonus credits available during months of National Membership Drives and 1 additional approved campaign

The Spike Club

Spike Awards

- Issued monthly sent directly to HBA
- Certificates / pins arrive together
- HBA gives awards to Spikes

Award Levels

- 6 credits – Spike Club Certificate & Silver Lapel Pin with Rider
- 25 credits – Gold Lapel Pin with Rider
- 75 to 1500 credits – Riders for Life Spike Pin

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Important!

- Unassigned credits - HBA's discretion
- Encourage exclusivity
- November is Spike Appreciation Month
- IBS Spike and Directors' Concert
 - Active Spike recruiters only!
 - EOs and one paid membership staff eligible
 - www.buildersshow.com/events



Thank You.