

CRUSADER® RECRUITMENT IDEA BANK

140,000 men and women comprise the San Diego building industry, and their livelihood depends on a healthy housing market. The BIA exists to help this happen. Employee by employee, in board rooms and on job sites, the BIA educates and inspires its members to get involved in the fight to PROTECT their JOBS now and SECURE A FUTURE for housing. The effort of each individual employee makes a difference. Raised as ONE VOICE, our message will be heard, understood, and respected.

Here are some helpful ways that you can get your employees involved to help defend the industry today! Contact BIA's communications department with all of your questions concerning Crusader® (858) 450-1221.

1. Sample Email

CUT & PASTE THE TEXT BELOW INTO YOUR OWN EMAIL TO SEND OUT TO YOUR COWORKERS! Don't forget to attach the accompanying flier that explains Crusader in detail.

Subject: Help Improve Your Industry's Future

Our company is a member of the Building Industry Association, a trade association that represents the political and business interests of our industry as a whole. Because you are in the building industry, it is important to be informed and to help affect change whenever the opportunity arises.

BIA needs you to sign up for its Crusader program. By clicking on the link below, and taking literally 30 seconds of your time, you will be agreeing to be contacted by the BIA only when an issue relevant to your industry and the community in which you live and vote arises. It won't be often. Sometimes BIA will email you asking you to send a letter or just to alert you about something important affecting your jobs.

We all have a responsibility, especially in these tough times, to get involved on things that affect our livelihoods and the industry.

If you need more information, I have attached the BIA flier explaining the survey. Click on the link below to sign up. It is simple and will only take 30 seconds!

Thanks for your help! The more people that sign up, the more of a difference we can make! You can register here right now.

2. Crusader® flyer: Use this detailed explanation of Crusader® to quickly bring co-workers up-to-speed. See example on page 3.

3. Registrant lists: BIA can provide companies with a list of the employees that have already registered so you know who to target when doing a second and/or third registration push.





4. Contests:

In-company Team Challenges:

Create a lively competitive spirit within your company departments through a Crusader® challenge. Designate a team captain, provide them with the names of people not registered. The department with the highest increase over a set period of time you define receives a prize and will be profiled in the company newsletter.

Individual Registrant Contest:

Monthly, hold a prize drawing for registrants who signed up in the past 30 days. (BIA can provide that detail).

5. New Hires:

Make sure new employees receive Crusader® registration forms and information in their new hire packets.

6. Meetings

Give a short Crusader® Presentation + Registration Forms at staff meetings, company seminars, training sessions, etc.

7. Involve Management

Have BIA make a Crusader® presentation to your management.

Management can be responsible for getting their departments registered by issuing a company-wide memo / call-to-action.



Crusader

The Newest Way to Influence the Political Process and Turn Out the Vote

The Building Industry Association of San Diego County (BIA), your organization that represents the business and political interests of the industry, needs your help to protect the well-being of building industry employees everywhere by signing up for Crusader™!

Crusader™ is simply a tool that allows the association to mobilize employees on important issues that affect the industry.

It costs absolutely nothing to participate and is as simple as visiting www.biasandiego.org and filling out a brief form. Providing this information helps BIA identify the laws, candidates and issues that will affect you in the future. Being able to mobilize our workforce creates one large, common voice that politicians must acknowledge.

How it Works

When a housing related issue arises in your community that you can influence, the BIA will send out an alert to you and others in the industry network. It will inform you of the situation and sometimes ask you to take action in the matter, usually by sending a pre-written e-mail to the politicians closely involved with the issue. After taking a minute to review the letter and clicking send, you – combined with the support of other Crusaders – have taken a large step toward helping the industry.

SPAM? - No Way!

The information you provide is completely private and protected; we won't use it for any other purpose. There is no need to worry about a bombardment of mail: when there isn't an issue relevant to you, you won't receive alerts from the BIA. In fact, these issues don't come up very often. When the BIA sends you an alert, it is important. The BIA wants you to be properly informed so that you have the tools to be a Crusader yourself.

Please join the growing ranks determined to protect their jobs, grab a co-worker or three and sign up for Crusader™ at www.biasandiego.org today! It's up to you to let politicians everywhere know just how powerful your voice can be. For more information, contact BIA at (858) 450-1221 ext. 110.



**WE DON'T JUST BUILD
WE BUILD COMMUNITY**



Why We Need You!

On a daily basis, there are forces at work trying to stop new construction and put you out of a job. Below are just a few of the issues BIA tracks on behalf of the employees making a living in the building industry.

Inclusionary Zoning

Traffic Impact Fees (TIF)

Stormwater Regulations

Park Fees

Multiple Species Conservation Program (MSCP)

Subsidized Housing Programs

Infrastructure Needs

Comprehensive Housing Plans

Airport Land Use Compatibility

Condo Conversions

CEQA

Air Quality Standards





Register For Crusader

We fight for YOUR future everyday. We represent hundreds of thousands of men and women who work in the building industry. On a daily basis there are forces at work trying to put the building industry out of business and you out of a job. Crusader™ is a tool that allows your association to mobilize employees on important issues that affect the industry. It costs absolutely nothing for you to participate and signing up is easy. Providing the information below helps us identify the laws, candidates and issues that will affect you in the future. Being able to mobilize our workforce creates one large, common voice that politicians must acknowledge. We promise not to bother you, unless it is important! Thank you for taking a few minutes to help your industry!

Our Privacy Pledge To You - Only your Association communications department will have access to Crusader's secured database. It will not be shared with any other departments or organizations. Registrants will only receive relevant housing-related communications.

Contact Data

*Company:

*Position:

*First Name:

*Last Name:

Please Enter Your Home Address.
(NO WORK ADDRESSES OR P.O. BOXES - Home address is needed so that your association only communicates housing issues based on the community in which you live and vote.)

*Street #: ex: 15

PreDirectional: ex: NE

*Street Name: ex: El Camino

Street Type: ex: DR

PostDirectional: ex: SW

Suite/Apt #: ex: 2234

*City:

*State:

*Zip:

Home Phone:

Work Phone:

Fax:

*Email: I have no email address.

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Would you be willing to attend a hearing, write a letter or make a call on behalf of your industry?

What type of voter are you?

Are you registered to vote?

How would you prefer to receive information?

What is your political affiliation?

Do you vote by absentee ballot?

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* Required Field