



# RENTAL HOUSING ALLIANCE

of Southern Maine

# MEMBERSHIP OPPORTUNITIES

Join us as we advocate for rental housing providers and promote housing opportunities in our communities across Southern Maine.

## ABOUT THE RHA

The Rental Housing Alliance of Southern Maine is a local non-profit organization comprised of apartment owners, managers, and housing partners.

Originally established in April 1975, the Rental Housing Alliance of Southern Maine represents a group of southern Maine's rental housing owners, property managers, business owners and industry partners.

The leading authority on rental housing in southern Maine, the RHA is dedicated to its local community with a mission to promote equitable and fair business standards, strengthen tenant relations, advocate for high-quality housing and housing solutions, and educate the public and the industry on pressing issues related to housing.

## MEMBERSHIP BENEFITS INCLUDE:



Insight on Local, State, and Federal Policies



Members-Only Content (Email, Newsletter, Website)



Access to Members-Only Forum



Access to Resource Library



Free Monthly Member Meetings

- Educational Presentations, Advocacy & Industry Updates



Member Discounts on Industry Services



Recognition as a Member of Statewide Association (MAOMA)

## INDIVIDUAL MEMBER

This level is ideal for individual owners and managers of up to 5 units.

\$100

- Access to all membership benefits, which include:
  - Our Resource Library
  - Our Newsletter
  - Our Monthly Membership Meetings
  - Our Exclusive Member Discounts
- (2) RHA membership accounts

## COLLABORATING MEMBER

This level is ideal for owners/managers of 5+ units or members who would benefit from multiple log-ins. This level helps to support our membership network and members-only forum.

\$150

- Access to all membership benefits
- (2) RHA membership accounts\*

## SUPPORTING MEMBER

This level is ideal for owners/managers of 25+ units and is our entry level for business membership benefits. This level supports the RHA in providing new and timely member resources and content.

\$250

- Access to all membership benefits, plus:
  - Business card ad in online directory (for business members)
  - (2) RHA membership accounts\*

## ALLIANCE MEMBER

This level is ideal for owners/managers of 50+ units or business members seeking additional visibility. This level helps to support the RHA's member education programs.

\$500

- Access to all membership benefits, plus:
  - Logo on website
  - Business card ad in online directory (for business members)
  - (2) RHA membership accounts\*

## ADVOCACY MEMBER

This level is ideal for owners/managers of 100+ units or business members with a special interest in advocacy within our industry. This level supports the RHA's efforts in local and statewide advocacy.

\$1,000

- Access to all membership benefits, plus:
  - Logo on website & all advocacy updates to members
  - Business card ad in online directory (for business members)
  - 1/4 page ad in newsletter
  - Unlimited RHA membership accounts

## PROGRAM MEMBER

This level is ideal for owners/managers of 100+ units or businesses who would like increased access to our programming opportunities. This level supports the RHA's mission to promote the importance of high-quality rental housing.

\$2,500

- Access to all membership benefits, plus:
  - Logo on website & all meeting communications
  - Business card ad in online directory
  - Recognition at every member meeting
  - Promotional opportunity at (1) member meeting per year
  - Annual opportunity to provide custom blog post or newsletter article
  - 1/2 page ad in newsletter
  - Social media promotion
  - Unlimited RHA membership accounts

## BENEFACTOR MEMBER

This level is ideal for owners/managers of 100+ units or larger businesses who would like to connect directly and regularly with our audience. This level supports the RHA on a wide-scale and is vital to our mission.

\$5,000

- Access to all membership benefits, plus:
  - Logo on website & all member communications
  - Recognition at every meeting
  - Presentation opportunity at (1) member meeting per year
  - Monthly opportunity to provide custom blog post or newsletter article
  - Full page ad in Newsletter
  - Business card ad in online directory
  - Social media promotion
  - Category exclusivity
  - Unlimited RHA membership accounts

Looking to take your membership a step further and get the word out about your business or service?

Join the RHA to reach a wide audience of informed and engaged industry members who are committed to educating the public, public officials, legislators and tenants on the services and investments of housing providers.

Support us in our mission to advocate for the importance of rental housing and the creation of new housing opportunities across southern Maine. Working together on a regional level, we ensure property managers and owners have the top insights and the right tools in order to foster excellent tenant relations, develop successful business practices, and provide safe, well-maintained homes for our local communities.



**650+** Rental Housing Alliance members



**82%** Average email open rate (2021)



**840** Facebook followers



**2.6K** Monthly unique web visitors

## MEMBERSHIP BENEFITS

2022 Membership Opportunities

Benefactor Member	Program Member	Advocacy Member	Alliance Member	Supporting Member	Benefits
✓					Category Exclusivity
Presentation Opportunity	Promotional Opportunity				Speaking Opportunities
Monthly	Annually				Content Opportunities
All Meetings	Member Meetings				Meeting Recognition
✓	✓				Social Media Promotion
All Comms.	Member Meetings	Advocacy Alerts			Logo on Member Communications
1 Page	1/2 Page	1/4 Page			Ad in Newsletter
✓	✓	✓	✓		Logo on Website
✓	✓	✓	✓	✓	Business Card Ad
Unlimited	Unlimited	Unlimited	2+	2+	Membership Accounts

INTERESTED IN BECOMING A MEMBER  
OR LOOKING FOR MORE INFO?

**CONTACT US!** 



207-200-1301



admin@rhamaine.com