



**NAWBO<sup>®</sup> 2019 Handbook  
for  
NAWBO<sup>®</sup> Chapter Leaders**



## Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Executive Summary</b>	<b>3</b>
<b>About NAWBO</b>	<b>4</b>
<b>NAWBO Creed</b>	<b>5</b>
<b>NAWBO Key Statistics</b>	<b>6</b>
<b>Women Business Owner Statistics</b>	<b>6</b>
<b>National Leadership Opportunities</b>	<b>7</b>
<b>2019 NAWBO Goals and Initiatives</b>	<b>9</b>
<b>Public Policy Agenda</b>	<b>11</b>
<b>Communication Strategy/Social Media</b>	<b>13</b>
<b>National Women’s Business Conference 2019</b>	<b>16</b>
<b>NAWBO Circle Program</b>	<b>18</b>
<b>Membership Strategy &amp; Initiatives</b>	<b>19</b>
<b>Affinity Program</b>	<b>24</b>
<b>Partnering with NAWBO</b>	<b>27</b>
<b>Membership Categories</b>	<b>30</b>
<b>Membership Payment Processing</b>	<b>33</b>
<b>Chapter Rebate Reports</b>	<b>34</b>
<b>How to Join NAWBO &amp; Forgotten Password</b>	<b>35</b>
<b>Setting up Reoccurring Payments</b>	<b>37</b>
<b>Annual Awards Program</b>	<b>38</b>
<b>Chapter Support Initiatives</b>	<b>38</b>
<b>5 Star Healthy Chapter Program</b>	<b>39</b>
<b>Leadership Development Training</b>	<b>41</b>
<b>Chapter Nominating Committee Guidelines</b>	<b>41</b>
<b>Presidents Assembly Steering Committee (PASC)</b>	<b>43</b>
<b>Marketing NAWBO</b>	<b>45</b>
<b>Scripts for Meetings and Events</b>	<b>45</b>
<b>Talking Points for Meetings</b>	<b>50</b>
<b>Talking Points for Membership Recruitment</b>	<b>51</b>
<b>Membership ROI</b>	<b>52</b>
<b>NAWBO Chapter Resource Center – Useful Links</b>	<b>53</b>
<b>Editorial Calendar for NAWBO ONE</b>	<b>54</b>
<b>National Calendar of Events</b>	<b>55</b>
<b>Inspirational Quotes</b>	<b>58</b>



## **Introduction**

The purpose of this handbook is to provide an overview of the various National initiatives and goals for 2019 and provide tools for chapter leaders to use at the local level. Please share this information with your members, community partners and corporate partners. Together, we can share the unified voice of NAWBO and build a strong movement in 2019!

## **Executive Summary**

2019 NAWBO Priorities:

- New Membership Strategies / Retention Strategies
- Corporate Partner Acquisition and Partnership Strategies
- Infrastructure Development
- Increase Advocacy & Issue Councils on Capitol Hill
- Build Chapter Resources to standardize and streamline member experience and Presidents Training
- Chapter Compliance – Monitoring Chapter Health
- Expanded Education to include Track 2 at Leadership Development Training
- Building International Engagement
- NAWBO Institute for Entrepreneurial Development/Building Education and Programming for membership

Details on all of these initiatives can be found in the pages that follow.



## **About NAWBO**

Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Decades later, NAWBO is still the only organization that solely represents the interests of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence opinion makers. Visit [www.nawbo.org](http://www.nawbo.org) for more information. NAWBO is a registered trademark of the National Association of Women Business Owners.

## **NAWBO Mission and Vision**

NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide by:

- Strengthening the wealth-creating capacity of our members and promoting economic development within the entrepreneurial community
- Creating innovative and effective change in the business culture
- Building strategic alliances, coalitions and affiliations
- Transforming public policy and influencing opinion makers

## **Diversity Statement**

In principle and in practice, NAWBO values and seeks a diverse and inclusive membership. NAWBO seeks full participation in the organization by all business owners who support our mission to empower women entrepreneurs, regardless of race, religion, age, sexual orientation, national origin or disability. NAWBO's goal is to effectively represent the full diversity of the women business owner community and to expand access to leadership opportunities across the full spectrum of our membership.



### **NAWBO Creed**

1. We are the unified voice of women business owners.
2. We equally represent all women business owners regardless of size of the company, industry, or geographic location.
3. We are a catalyst for WBOs to create significant impact in the world through supporting other WBOs, giving back in their communities and advocating change in public policy.
4. We inspire significant change as it relates to policy, equality and society.
5. We impact change for future generations of WBOs.
6. We are an educational resource for WBOs.
7. We seek to motivate and inspire our members towards exponential growth, heightened potential and continuous innovation.
8. We see all women business owners not for who they are but for who they can become.
9. We are not afraid of failure (obstacles and/or setbacks).
10. We promote for the good of the organization and all women business owners, not the individual.
11. We are THE resource for women in entrepreneurship and women business owners.
12. We create, educate and grow leaders.
13. We foster honor, ethics and integrity.
14. We value integrity and excellence in all that we do.

### **Therefore**

1. We strive to seek and provide opportunities for continuous personal and professional growth.
2. We will impact the culture of business.
3. We will consciously endeavor to build an inclusive table for all women.
4. We will reach back.
5. We will celebrate and honor the accomplishments of fellow women business owners.
6. We will propel all women business owners to their next level of success.

### **NAWBO Member Creed**

1. I am a woman business owner.
2. I am breaking barriers, being an example and clearing the path for other women while honoring those who came before me.
3. I am part of the NAWBO movement that unites women business owners to work together and do something powerful.

### **Therefore**

1. I will share stories of my successes and failures with the intent to inspire women to persevere.
2. I will create a blend and balance between leader and servant.
3. I will make my voice heard by those that make policy decisions to benefit, support and propel women business owners.
4. I will build a stronger world.



### **NAWBO Key Statistics\***

- Over 45% NAWBO members have owned their businesses for over 10 years
- 20% of NAWBO members have businesses that generate more than \$1 million in revenue annually
- 55% of NAWBO members report having at least one full-time employee
- The service industry which involves the provision of services to other businesses, as well, as final consumers, (e.g. transportation and logistics, wholesale, retail and entertainment) make up 53% of membership
- Top three business challenges for NAWBO members are finding new ways to drive growth (57%), finding time to focus on core business (47%), and finding high quality employees (30%)
- NAWBO members are more educated than the average business owner, with close to 50% holding higher than a college degree
- 75% renew membership because of the sense of community followed by 62% wanting business development
- 23% of membership is under the age of 45

\* From 2019 Member Survey

### **Women Business Owner Statistics**

#### **Women-Owned Businesses in the United States**

- As of January 2018, there are an estimated 12.3 million women-owned businesses according to the 2018 State of Women-Owned Businesses Report.
- Women-owned firms (50% or more female owned) employ nearly 9.2 million workers and generate more than \$1.8 trillion in annual revenues.
- Today, women are majority owners of 40% of businesses in the U.S.
- Over the past 20 years (1997–2018), the number of women-owned businesses has grown 58% compared to the overall national growth rate of 12% for all businesses.

#### **Businesses Owned by Minority Women**

- As of 2018, minorities accounted for 47% of all women-owned businesses, employing nearly 5.9 million and generating \$386.6 billion in revenues.

Statistics cited are from the 2018 State of Women-Owned Businesses commissioned by American Express. For the full report, [click here](#).



## **National Leadership Opportunities**

### **Presidents Assembly Steering Committee (PASC or PA)**

The Presidents Assembly creates a forum of chapter leaders for ensuring strategic alignment between the chapters and NAWBO National—serving as the voice of chapter members at the national level; facilitating direct communications between the chapter leadership and the National leadership; creating a sustained community of leaders; assuring the quality and consistency of service to members; and upholding the common standards and policies of NAWBO.

### **Statement of Time and Financial Commitment Anticipated for the PASC:**

- Attend the PASC meetings at the National Women’s Business Conference each year
- Attend at least one of the Leadership Development Training conferences
- Attend and participate in all PASC monthly web-conference planning calls
- Attend any additional committee planning calls as needed or scheduled
- Participate in monthly Chapter Connect calls for chapter Presidents and President-Elects
- Expect to recruit committee members from the general membership
- Expect to fully fund yourself for the National Women’s Business Conference
- Expect to work on other projects as assigned

The Chair-Elect/Chair of the Presidents Assembly is chosen from PA Steering Committee members. To be eligible for the Chair-Elect/Chair position, a PASC committee member must have previously served as a chapter president. The Chair-Elect is required to apply for the Chair position and undergo the Board of Directors application and interview process. The Chair is responsible for travel costs associated with attending all National Board of Directors meetings.

### **Every member of the committee must be:**

- A voting NAWBO member in good standing with chapter board experience (but not necessarily a chapter President or Past President)
- Experienced in NAWBO leadership and activities
- Able to articulate the mission, vision and strategic direction of NAWBO
- Credible with NAWBO members
- Able to collaborate and create consensus

### **Application Process:**

- The call for nominations starts in January and applications are due in mid-March
- Upon review, the PASC will select qualified candidates and conduct interviews
- Selected candidates will be notified by mid-April

### **NAWBO National Board of Directors**

At NAWBO, the passion, talent and expertise of the women business owners who comprise our National Board of Directors is critical to our organization’s success. We look to them to help further NAWBO’s mission, vision and strategy; to assess our organizational structure, policies and procedures; to review and approve budgets; to make recommendations on any major capital expenditures; to bring in new corporate partners and new members; to monitor performance; and to lend credibility to our organization because of their reputation in the business community.



Board members meet WBO's from across the U.S. with incredible stories, valuable ideas and insights. They see first-hand how a non-profit board works, including politics, influence, consensus-building and decision-making, quickly understanding that serving is about more than showing up at meetings. They are handpicked because of their unique talent and expertise, and we capitalize on this during their term.

As we set out this next year to achieve greatness, such as growing our membership and member benefits, we hope our talented women leaders will consider how they can contribute to a cause they are passionate about, whether that is WBO's, education, young entrepreneurs, etc. Nonprofits like NAWBO welcome their time, energy and intellect at the local and national levels.

**Board Director Term:** Two years and may be re-elected for one additional term

**Key Attributes and Qualifications of a NAWBO National Board Member**

- **MEMBERSHIP:** Is a NAWBO voting member in good standing
- **SERVICE:** History of service and commitment to NAWBO at the local and/or national level
- **EXPERIENCE:** Is an experienced board member with history of service on other national boards of nonprofit or membership organizations
- **VISION:** Can see the big picture, and helps develop strategy and policy to allow the organization to achieve its mission
- **STEWARDSHIP:** Can serve and promote the interests of the organization and the women's business community at large
- **INTEGRITY:** Uses discretion to maintain confidentiality of board discussions and speaks with one voice when representing the organization, even when in disagreement with majority decisions
- **KNOWLEDGE:** Possesses knowledge and understanding of the issues and concerns of women business owners and has the commitment to stay informed and knowledgeable on all pertinent issues that impact our members
- **ORGANIZATIONAL DEVELOPMENT:** Has the willingness to become thoroughly familiar with the mission and how the organization carries out the mission day-to-day through its organizational structure and operations
- **PERSONAL COMMITMENT:** Is willing to take time and make the effort needed to fulfill director responsibilities including understanding strategic, financial and operational issues facing the organization and engaging personally and directly with the organization, whether through financial support, advocacy, networking, personal service or other support activities
- **COLLEGIALITY:** Able to work well with others and to show respect for the ideas and views of fellow board members and staff; with the full understanding that boards operate as a body
- **DIVERSITY:** Represents a diverse segment of the women's business community and has deep resources and connections in the business community
- **FINANCIAL COMMITMENT:** Possesses financial resources and capacity to make a personal contribution or bring in a sponsorship of \$5,000 or more annually to the organization
- **MEETING ATTENDANCE:** Is willing to commit personal time and resources to attend all board meetings, including travel expenses. Missing more than two (2) consecutive board meetings may result in disciplinary action and/or removal from the Board.

**Process to Apply to the National Board**

- A call for nominations is sent out in September and the deadline to apply is mid-October. Once a written application and supporting documents are received, telephone interviews will be scheduled. If selected for the next phase, an in-person interview will be required.



## **NAWBO 2019 Goals and Initiatives**

To continue the forward momentum in 2019, NAWBO will continue to make improvements locally, nationally, and globally while keeping the spirit of the mission and integrity of the organization in tack.

**Locally** – We know women contribute most to the local economies, with 80% of the purchasing power. The growth of their businesses translates into public policy, community, and economic development. NAWBO chapters across the country continue to develop strong relationships with local policy makers and we are proud to see members step into community leadership roles themselves.

Through our partnerships, we will continue the ambassador program with Bank of America and UPS as well as our newest partnership with the Military spouse Entrepreneurship program where NAWBO members are invited to provide mentorship to military spouses wanting to pursue their passions as woman business owners as well as given special membership pricing for the mentees.

We are reaching out to new sectors of the WBO community and building a stronger foundation with existing members. Our plans for expanded reach include diversity outreach, deepening member engagement, focusing on the next generation of female entrepreneurs, and showing our presence in new areas of the United States.

We are launching new communications tools by providing a document that outlines our themes for each month, potential membership outreach for the month, a monthly chapter challenge, programming ideas, social media and written suggestions for promotion etc. We hope to use this to streamline member experience, chapter efficiencies and alleviate administrative burdens.

As part of the 5 Star Healthy Chapter Program, we are putting systems and tools in place for chapters to generate sustainable growth and very importantly be financially sound as our chapters' leadership teams transition each year.

As a continuation of our Student Membership, we are engaging young women who are studying business and entrepreneurial skills. There is so much that we can offer by way of mentoring, programs, and connections. We encourage everyone to reach out to the universities and business schools in their markets so our members can engage with future women business owners across the country.

Additionally, we recognize the importance of entrepreneurial women who own and operate franchises. Their goals, struggles and successes are fundamentally those of other women business owners and we want to be inclusive and support them as they scale. Our Membership Committee has conducted strategic outreach conversations with current franchise members, identified needs, and is developing a plan to connect with potential women-owned franchises and provide our franchisee members with programing and training that address their needs.

We continue to expand NAWBO Affinity Partner benefits and recently added Dell, Shutterfly, Office Depot, and Adobe, providing our members with products and services they use every day. This is real savings that boosts members' bottom line.



**Nationally** – We work nationally with our Federal Government, State Department, National Women’s Business Council, Small Business Administration and others to weigh in on important legislation and have a seat at the table for important conversations as they impact small businesses.

We are continuing to build national programming including the Chapter Leadership Track at Leadership Development Training. We will continue Presidents’ Onboarding Training in Washington, D.C., where we bring together all Presidents serving for their new terms – this offers our leaders a deep dive into what we are doing nationally and explains how we can support them with tools, feedback and peer-to-peer sharing.

As we grow, we need to have staff and tools to support and sustain our operations and membership – therefore we will be moving resources around and adding to our team. Through all of our growth, we continue to hold to our commitment to be a Servant Leader Organization. Be assured, we are building our Board and infrastructure around this model. As part of our infrastructure development we will be acutely focused on getting the right kind of partners and sponsors, and strategically aligning them to our mission.

NAWBO was born an advocacy organization and we will continue to grow these efforts locally and in our Nation’s Capital through education and relationship building. The Issues Councils include: Government Contracting and Disparity Studies, International, Taxes and Regulations, Technology and Workforce Issues. For more information on these, contact Joy Lutes.

We continue to endorse candidates on both sides of the aisle who support legislation to improve the landscape for women business owners. This past year, we endorsed 28 candidates (14 Republicans and 14 Democrats – we had 73% win their seat.)

**Internationally** – Because we believe that by propelling women forward into social, political, and economic spheres of power worldwide, NAWBO is working to better the state of the world. We are the movement that brings to light the necessity of women in all sectors to create the balance socially, politically and economically that is needed for our future generations.

Our role within the international women business owner community continues to reach new corners of the world. Our partnerships with FCEM, the Global Summit of Women, and international sister organizations builds each year we are engaged.

We are continuing to work with Opportunity International to work with women business owners in poverty-stricken countries who obtain micro-loans to build their business and communities! We will be sharing details soon about our trip to Columbia this November. Stay tuned.

We will continue to increase our International engagement and expand our international partnerships and MOU’s with sister organizations and countries around the world.

Additionally, we are embarking on an international survey in partnership with FCEM to get the pulse of WBO’s globally, so we can begin to define the similarities and differences of American and international WBO’s, better understanding what we can provide our international peers to get them to where we are here in the U.S., such replicating our historic achievement with the passage of HR5050.



## **2019 Public Policy Agenda**

In 2019, NAWBO will continue to pursue a public policy agenda that positions NAWBO at the forefront of issues that impact our members. We will also continue to build and strengthen partnerships and coalitions and credibility to ensure our members are represented and seen as thought leaders on issues of importance to business owners. We will continue to work with the Congress and the Administration on issues relating to and impacting women business owners, as well as look ahead to the upcoming census to ensure women business owners are accounted for accurately.

### **Access to Capital**

NAWBO believes access to capital is integral for women entrepreneurs to be able to start new businesses and successfully grow existing ones. For our nation's economy to continue to expand, it is critical for Congress to focus on supporting programs with a proven track record of success that help financial institutions through added incentives for providing capital to small and women-owned businesses.

### **Education and Workforce**

NAWBO understands that an educated, prepared workforce is a key to growing businesses. We look to support legislation that encourages and increases opportunities to fill and accelerate the pipelines between the workforce and employers with a specific interest in legislation impacting Science, Technology, Engineering and Math (STEM) education. We also look for opportunities to weigh in on issues like health care, pension reform, paid leave and workplace flexibility on behalf of our members.

### **Government Contracting and Disparity Studies**

NAWBO supports efforts by Congress to increase the allocation of federal contracts to be performed and/or fulfilled by small businesses, particularly women-owned businesses, and also believes federal agencies should be held accountable to achieve their small business contracting requirements. NAWBO believes that functions and services that are widely available in the private sector should not be performed by federal agencies. NAWBO also supports efforts to ensure authentication of small and women owned businesses in federal contracts.

In addition, NAWBO will engage as appropriate on state and local disparity studies to ensure that contracting dollars are being well spent and accounted for.

### **International Trade**

NAWBO encourages the negotiation and approval of trade agreements with other significant open new markets, leveling the playing field and improving the competitiveness for U.S. women business owners. NAWBO also supports improving and strengthening trade promotion programs to assist small women owned businesses in exporting their goods and services.

### **Regulatory Reform**

Federal regulations impacting business and the accompanying uncertainty this generates can have a harmful effect on the U.S. economy by dampening business investment, growth and job creation. Overall NAWBO would like to see a regulatory environment that operates as effectively and efficiently as possible and includes feedback and engagement from business owners at all points during the rulemaking process.



### **Taxes**

NAWBO will continue to monitor the implementation of the tax reforms passed in 2017 and assess the impact on our members. We will work with relevant committees on legislation that may additionally aid micro, small and medium-sized businesses.

### **Technology**

NAWBO supports policies that will encourage more start-ups and enable more of them to grow and expand. We believe that investments in the technology infrastructure could increase international competitiveness and that the modernization of laws, regulations and rules regarding data could help create investment opportunities and spur job creation. We also support policies aimed at understanding and addressing the obstacles many small business owners encounter that keep them out of the patent process.

## **Public Policy Initiatives 2019**

**NAWBO Membership Survey:** The NAWBO National Membership Survey will take place during the first quarter of each year with the results being released during National Small Business Month in the spring. The results will help guide us as to the public policy awareness and priorities of our members so that we can educate and engage them on the issues that are impacting their businesses.

**NAWBO Issue Councils:** We use the NAWBO National Issue Councils to highlight the depth and diversity of our members. When we are able to couple members' business expertise with NAWBO National's long-standing reputation as a bipartisan organization of policy experts representing all women business owners, we are able to make positive and significant contributions to the advocacy arena and debate on issues.

"The Issues Councils are GREAT! They only take up time if you volunteer to speak to someone regarding what is already your specialty, and about which you are passionate. I'm on the Technology Council, and basically, it gives Joy and Elle (from the NAWBO Advocacy area) specialists to call upon when they get a request from the press or DC. At that point, they put out an email and say, 'if you can speak to this issue (X, Y or Z), please reach back to us, and we'll share your information with person A'."

—Member Testimonial from Sandra Clitter, NAWBO Philadelphia

The Five NAWBO National Issue Councils are:

- Government contracting and disparity studies
- International trade and issues
- Taxes and regulations
- Technology
- Workforce issues, including education, healthcare, and pensions

If you or any NAWBO member you know possess expertise from your business in any of the five areas, please reach out to me at [jlutes@nawbo.org](mailto:jlutes@nawbo.org) to discuss joining.

### **Additional Public Policy Engagement**

- Host monthly calls and webinars to allow our members to connect with key policy experts and each other on timely advocacy issues.



- Develop and strengthen key relationships with Capitol Hill and the Administration
- Host NAWBO National Advocacy Day on June 4 to provide National Board members, chapter public policy leaders, and members opportunities to interact with leaders on the Capitol Hill and the Administration.
- Host NAWBO Academy of Public Service on June 3 to allow NAWBO members the opportunity to feel empowered and prepared to pursue their plans for public service based on the experiences and insight of their fellow NAWBO members.
- Work with chapters to develop and execute their own public policy plans and events
- Actively engage in policies that impact the growth and success of women-owned business

### **2019 Communication Strategy**

In 2019, NAWBO communications will continue to streamline and build a predictable schedule of messaging to members and leaders. The strategy is to create a reoccurring schedule to prevent overlap of national and chapter communications. We will work to build a strong digital presence and encourage chapters to work with us to bring a consistent and unified NAWBO message to the public.

#### **Chapter Communications Best Practices**

- Follow the NAWBO branding guidelines in the style guide
- Include a call to action in each communication sent
- Share tools/programs/events that represent the diverse sectors and sizes of members' businesses – from solopreneurs to members qualifying for the NAWBO Circle (\$1M+ annual rev)
- Short, eye-catching subject lines for eblasts
- Share member affinity benefits from national and local sponsors to raise ROI on membership

#### **NAWBO Monthly Communications Strategy**

NAWBO National will begin supplying chapter leaders with monthly communications strategy toolkits to augment the monthly editorial themes and help make every chapter's efforts to plan events, get and retain members and attract social and traditional media attention to their chapter easier and more efficient. Toolkits will be found on NAWBO website in the NAWBO Chapter Resource Center under Monthly Educational Themes & Communication Strategy. Chapter leaders will receive the toolkits two months in advance in their National Leader News, and each month on the webpage there will be hyperlink on the webpage to the toolkit. Toolkits will include a variety of items such as: Monthly Blog Posts, New Member Invitation Templates, Press Release Templates and Social Media Examples.

#### **NAWBO Communication Channels**

- **Monthly National Leader News Email:** The first Monday of each month NAWBO's national leaders will receive correspondence from NAWBO National. This will include any leader "housekeeping" information, WBC updates and information, membership information, new sponsorships, NAWBO Circle program information, NAWBO Institute resources, as well as any information for leaders to share with their chapters.
- **Monthly Virtual Programming Email:** Instead of sending standalone emails and flooding members' inboxes with various virtual learning opportunities, NAWBO National combined all the online learning tools into one monthly email that goes out the last Tuesday of the month and includes all future programming. The virtual programming email will include: Virtual



Connect & Learn webinars, the eLearning Series, Membership Webinars, and Advocacy Webinars.

- **Monthly NAWBO Membership Announcement Email:** The fourth Thursday of each month, members will receive a tailored member only email that includes all relevant information for our members. Each month members will learn what NAWBO National is doing on their behalf including: Advocacy initiatives and important legislation, NAWBO Institute resources and programs, membership resources, as well as information that needs to be distributed on behalf of our partners.
- **NAWBO One:** To keep to only one to two NAWBO National emails a week, NAWBO One has shifted to the third Wednesday each month. This e-publication with a distribution list of over 25,000 is sent via email and posted on the website offering resources and tools to maximize your NAWBO membership and grow your business. The 2019 editorial calendar and submission guidelines are posted on the NAWBO National website.
- **Other Distribution Emails:** According to MOUs with partnerships, we will also be distributing some other emails on an as-needed basis. We will encourage more involvement on our social media platforms for partnership communication beyond what is already in place. We will also be communicating about special events through the distribution such as WBC, LDT, Academy for Public Service, and Advocacy Day.
- **Smart Brief:** released each Wednesday with pertinent news about the women's business community and includes one NAWBO National news submission.

## **NAWBO Social Media**

**Your chapter social media should be three things: Consistent, Action Driven and Positive.**

Main social media channels for your chapter: Facebook page, LinkedIn page, Twitter and Instagram.

\*This may change depending on admin and chapter support.

### **Ongoing National Initiatives:**

- Year-round #NAWBO
- National Women's Business Conference (WBC) #NAWBOWBC
- Join NAWBO/Membership Drive
- Member Highlight
- Sponsor Support
- Chapter Spotlight
- Benefits: as outlined under membership and our [nawbo.org](http://nawbo.org) website
- Local, National, Global news

### **Chapter and Member News:**

- Submit your news to [socialmedia@nawbo.org](mailto:socialmedia@nawbo.org)
- Utilize the NAWBO National social media posts. You may repurpose content as often as you'd like. (Facebook is a great archive of images.)
- Use #NAWBO (Our national team is actively managing this hashtag. Be sure to use it and we'll be sure to engage.)

**Local initiatives:**

- Highlight members: New, Renewing, Members in the News
- At each meeting and each email communication
  - Remind your members/audience to connect with you on Social Media
  - Remind your members/audience to connect with NAWBO National on Social Media
- Promotion
- During/Post Event Coverage
- Signature Events
- Member Spotlight
- Sponsor Promotion

**National/Global:**

Be sure your members know about National/Global Events. There are women in the business community who will find these opportunities incredibly valuable. Mention these opportunities periodically/regularly in:

- Email communications
- Website
- Social media
- Events

**Facebook Groups:**

For Chapter Leaders: <https://www.facebook.com/groups/NAWBOLeaders/>

For Members: <https://www.facebook.com/groups/NAWBO/>

Use your social media to promote NAWBO, members, membership, sponsors and community partners. Avoid using your social media strictly as a membership or event sales tool. You want to diversify your posts to include:

- 25-35% call to join or attend an event
- 25-35% education
- 30-50% promoting membership and community

**Social Media Admin:**

Be sure to have multiple admins on Facebook. Keep passwords on a safe document where multiple chapter leaders have access. In the past, one person has had access and as a result all access was lost when their service discontinued. The person in charge of posting must know the voice of your chapter and NAWBO. The person steering the online presence should understand the NAWBO mission.

**Brand your channels to NAWBO and your chapter: (Please reach out to [SocialMedia@NAWBO.ORG](mailto:SocialMedia@NAWBO.ORG) for images)**

- Colors
- Language
- Images
- Logo
- Profile descriptions should be updated as often as quarterly



Some chapters have found success in partnering with a social media agency or freelancer with an in-kind (full or partial) relationship. In this case, you'll still want to provide them guidelines and goals.

**Social media goals: How to track success**

- Increase in social media following
- Clicks to website and event pages
- Inquiries
- Individual post engagement

**Call-to-action:**

- Each post should have a call-to-action
- As stated above, you want to diversify your posting. But there's nothing wrong with guiding your audience back to your website for more info
- The more eyes on your site, the more conversions you'll see

**What is a conversion? A conversion happens when your audience basically takes a next step:**

- Email subscription
- Event sign-up
- New member
- Contact form inquiry

For additional resources to build your social media plan, please see the Social Media Playbook in your Chapter Resource Center online.

**National Women's Business Conference 2019 Hosted by NAWBO (WBC)**

**WBC 2019: Our Time is Now**

**October 13- 15, 2019 at Hyatt Regency Jacksonville Riverfront**

NAWBO's National Women's Business Conference (WBC) in Jacksonville, Florida (October 13-15, with the Annual Membership Meeting on the 13<sup>th</sup> and the WBC the 14<sup>th</sup> – 15<sup>th</sup>) is a tremendous opportunity to connect and share fresh ideas, inspiration and resources with hundreds of women entrepreneurs of all ages and industries who are eager to learn and grow their business to the next level. NAWBO members are able to experience the power of connecting on a national scale.

Understanding the national scope of what a NAWBO membership can provide, members are more likely to further invest time and resources into their NAWBO experience. Chapter leaders should encourage a healthy representation from their chapter at the WBC. The bonding that takes place at the national conference will help chapters with member retention and recruitment of new leadership.

**About This Year's Theme**

This year's theme is "Our Time Is Now." Success is a combination of being at the right place, at the right time, and doing something about it. For entrepreneurs and women in general, that place and time is right now. Women business owners are starting and growing companies at a pace faster than ever before. They are at the table in more executive boardrooms, speaking out on more important personal and business issues and becoming key contenders and players in Washington, DC and in their state and



local government offices. And they are paying forward this success by reaching down to the next generation and out to women around the globe to bring them up. Join hundreds of women entrepreneurs as we come together to capitalize on this incredible moment in time and do something about it.

### **About the Location and Venue**

This year's National Women's Business Conference is being held in Jacksonville, Florida—the most populous city in the state. Its location on the St. Johns River and the Atlantic Ocean proved providential in the growth of the city and its industry. Jacksonville has a sizable deep-water port, which helps make it a leading port in the U.S. for automobile imports, as well as the leading transportation and distribution hub in the state. Jacksonville is home to many prominent corporations and organizations, including the headquarters of Fortune 500 companies. The city is also home to the NFL's Jacksonville Jaguars.

The year's conference venue is the Hyatt Regency Jacksonville Riverfront, located adjacent to the city's iconic Main Street Bridge, providing panoramic river views and walkable access to the heart of downtown. The hotel leverages the largest function space in Northeast Florida, relaxing views from hotel rooms and meeting spaces and new lobby concepts that foster connections and energize travelers. Learn more here: <https://www.hyatt.com/en-US/hotel/florida/hyatt-regency-jacksonville-riverfront/jaxrj>

### **National Conference: Who attends and how can corporate sponsors benefit from attendance?**

- NAWBO members AND women business owners and leaders from around the world will be in attendance, in addition to media and local, state, or national dignitaries
- Corporate sponsors benefit from exposure to all attendees before, during and after the event
- In addition, we will offer opportunities to sponsor specific events within the WBC that will call further attention to their support of NAWBO and the WBO community

### **Early Bird Pricing Ends July 31<sup>st</sup>!**

**Register:** <https://www.nawbo.org/events/national-womens-business-conference-2019>

**Note: We will be having our NAWBO Awards Gala on the evening of Tuesday, October 15th.**

**All Inclusive Cost:** Member \$500 Non-member \$575

\*Includes all official activities, including NAWBO Annual Membership Meeting/Leadership Development Day, general sessions with meals, breakout sessions, exhibit hall pass, opening reception, and gala. Please note that there is limited availability for Sunday, so register early.

**Cost:** Member \$400 Non-member \$475

\*Includes all official activities, including general sessions with meals, breakout sessions, exhibit hall pass opening reception, and gala. Does not include NAWBO Annual Meeting/Leadership Development Day.



### **NAWBO Circle National Program**

The NAWBO Circle is an annual initiative and national program designed specifically for Premier members owning businesses that exceed \$1 Million in annual revenue. The Circle offers connections, access, and learning opportunities targeted to the challenges and opportunities of large businesses. The Circle was developed to expand chapter offerings for members of large businesses by providing consistent, high-level education and national connections to other large business NAWBO members.

#### **This includes:**

- Special education track, workshops and activities at the Women’s Business Conference (WBC)
- Meet and greets with keynote speakers at the conference
- Field trips to tour local woman-owned business facilities
- Professional facilitated, confidential, virtual monthly Mastermind groups
- Receptions with sponsors and NAWBO Board
- Two one-day retreats each year with workshops and special activities
- Speakers bureau
- Invitation to NAWBO Advocacy Day on the Hill in Washington, D.C.
- Virtual business book club
- On-demand educational webinars and resources on the ON24 Virtual platform
- Opportunities to mentor, participate as panelists, and more

#### **Circle Calendar for 2019/2020 program year:**

- October 12, 2019, Circle Retreat, One Ocean – Jacksonville, FL
- October 13-15, 2019, Annual Member Meeting & National Women’s Business Conference in Jacksonville, FL
- February 7, 2020 – Circle Retreat – Albuquerque, NM
- April 25, 2020 – Circle Retreat – French Lick Resort, IN
- June 2, 2020 – Advocacy Day on the Hill, Washington, D.C.

The annual fee to join the Circle is \$2,500. This includes tickets to the WBC and retreats, virtual Mastermind group option, and covers all Circle activities and benefits. Participants are responsible for their own transportation and lodging.

More information is available online at: <https://www.nawbo.org/nawbo-institute/nawbo-circle> or email Lynda Bishop, [lbishop@nawboinstitute.org](mailto:lbishop@nawboinstitute.org)



## **Membership Strategy and Initiatives**

### **NAWBO National Membership Goals for 2019-2020**

- Increase new members by 5%
- Increase reinstated members by 5%
- Increase retention from 65% to 68% (Goal is to maintain 70% retention)
- Increase Spring Membership Drive Recruitment by 10%
- Maintain Affinity Partner revenue and add up to three new partner this fiscal year
- Increase renewals for Honorary Premier Membership Program by 5%

### **Local Chapter Membership Goals**

- Recruit new members on a monthly basis new member (STRETCH GOAL average 10 new members each month)
- Create a repeatable process for onboarding new members (see links below of sample templates from other chapters)
- Create a repeatable process for membership engagement (see below of sample templates from other chapters)

**Note: We will recognize chapters at the 2019 Annual Conference at the Annual Membership Meeting that have completed the various Stars of the 5 Star Healthy Chapter Program. Also, we will recognize the chapters with the highest retention and most growth in the past year. The PASC will work with each chapter to stay on track with the 5 Star Healthy Chapter Plan.**

### **2019 Membership Initiatives**

- Increase membership engagement with the Premier Honorary membership category and track membership renewals
- Increase outreach with the Student Membership category that will ensure we are supporting the next generation of entrepreneurs at their onset. Partnering with local universities and colleges helps our local exposure and influences our credibility as an organization. We will track results for each chapter as they focus on growing this NEW membership category
- Develop membership campaigns and programs to further increase membership
- Launch a NAWBO Speakers Bureau that will provide a value-add opportunity for members wanting a visible platform to secure speaking opportunities at other NAWBO chapter events. The Speakers Bureau will provide an additional tool for chapters to use as a resource for educational programs
- Offer an incentive to pay annually to help with membership retention and change the marketing approach for the monthly payment option to an installment plan to help with retention
- Provide tools and resources to chapters to help with membership engagement and recruitment
- Expand Affinity Partner Program to help increase membership ROI
- Increase visibility of members and chapters by highlighting events, programs and member success stories
- Develop and support chapter satellites to help increase membership
- Review and support the One Page Business Plan with chapters to help achieve goals
- Host Monthly Membership Connect calls to support and connect chapter leaders



### **National Membership Engagement Initiatives**

1. Digital Welcome Email: membership logo, video message and links to Affinity Program
2. Member Orientation Webinar: live once a quarter with recording link in the Digital Welcome email
3. Member Spotlight: website and e-publications
4. Advocacy Updates: bi-monthly webinar and bi-monthly conference calls
5. Affinity Partners: member-only benefits that are offered to NAWBO members' employees, and family members
6. eLearning Series: once a quarter to supplement chapter education program
7. Virtual Connect and Learn: 2<sup>nd</sup> Thursday of every month @5pm ET to supplement chapter education program. This is a Premier Member benefit - they are eligible to submit an application to speak
8. Opportunity for Premier Members to present for Virtual Connect and Learn
9. Members can submit articles, best practices and share accolades for e-publications at [publications@nawbo.org](mailto:publications@nawbo.org)
10. Member anniversary video message prior to the renewal process
11. Leadership Development Training: continue to offer Track 2 (Personal/Professional Leadership) that provides an opportunity for all members to participate and will expand regional conference attendance
12. National Women's Business Conference: Jacksonville, Florida, October 14-15
13. Increase membership attendance at the Annual Membership meeting, October 13, Jacksonville, FL

### **Membership Growth Strategy with Regional Events- Best Practices**

#### **Sample Timeline for Dinner Meeting**

First Committee Member (5:15p.m. – 6:00p.m.) – Committee member needs to arrive a few minutes prior to the networking start time of 5:30 pm to set up the table displays. The Administrator arranges for the table/table cover so it is in place for set up.

#### **Table display includes:**

1. Basket for business cards (for drawing)
2. Flyers
  - a. Current Month's Dinner Flyer
  - b. List of future dinners
3. Responsibility at table
  - a. Recruit business owners
  - b. Recruit for Professional Development Forum presenters
  - c. Recruit Committee Members

#### **Outline of Program**

Split the networking time between 2 volunteers/committee members. During the networking time prior to the dinner (5:30 p.m. – 6:00 p.m.), setup the professional table, be available to answer questions regarding the Education/Professional Development Forum Committees, recruit committee members, and represent your committee to dinner attendees.

Second Committee Member (6:00 pm – 6:30 p.m.) responsible for managing the table as outlined above as well as providing the basket with business cards to committee members for the dinner drawing just



prior to dinner (make sure you get the basket back after the drawing). They also pack the banner and tablecloth and make sure the Administrator takes the banner, tablecloth, and the table items/flyers with her for the next networking event. The committee member needs to coordinate with other committees in case they need the banner and tablecloth for other events.

**NOTE:** Presenters are advised they are **not allowed to sell their services** during the workshop. They can leave their business card on the table and if anyone is interested in talking to them about their services they can take a business card and contact them at their convenience. **We do not provide attendee email addresses or phone numbers to the presenters.**

## **Best Practices for Membership Recruitment and Engagement**

### **Sample Process of New Member Onboarding**

#### **Coffee Meeting with New Member**

**GOAL: Answer any questions they may have and engage them immediately with the chapter**

#### Logistics

- Are you able to login to the NAWBO - (local chapter) website? NAWBO website?
  - Member benefits – located in Exclusive Member Affinity tab (National)
  - Discount pricing
  - Member list
- Are you receiving the NAWBO e-blasts (chapter and National)?
- Review meeting schedule and special events

#### NAWBO National

- History
  - 1975 – Started
  - 1988 – HR 5050 (Women’s Business Ownership Act of 1988)
    - No longer require a male to co-sign a loan
    - Created the National Women’s Business Council – advise the president, congress, and Small Business Administration
  - Thousands of members with chapter across the country
  - Continually advocate for WBO’s (9.1 million in US)
- Women’s Business Conference in Jacksonville for October 13-15, 2019

#### Personal

- Tell me more about your business / How did you get started with this business?
- What are you looking for in a networking organization?
- In 6 months, how will you know you’ve made a good decision to join NAWBO?

#### **Call to Action Points to Increase Member Engagement**

- Invite to meeting
- 30-second commercial at first meeting
- Connect with a VP immediately to connect member with committee



### **Three-month New Member Check in Questions**

1. What is the biggest benefit you've gained from your NAWBO membership so far?
2. What do you enjoy most about our organization?
3. How can we improve?
4. If you leave a message – offer to let them reply via email

### **Chapter Membership Engagement Initiatives**

- ✓ First-timer and new-member meetings before each regular monthly program to talk about the organization and what they can get out of it
- ✓ Member-only events for Premier Members to establish the difference of Premier vs. Introductory membership categories
- ✓ Reduce the cost for members to attend events (members up to \$30 less than non-members)
- ✓ No-cost events for members
- ✓ Opportunities for visibility within the NAWBO community by being introduced or having achievements highlighted at chapter events.
- ✓ Celebrate membership birthdays – this information can be found in the member profiles of the National database
- ✓ Show value of current programming you don't charge for (i.e. Mastermind Groups, Mentoring Opportunities, Speaking Opportunities)
- ✓ Offer additional incentives for joining during the Spring and Fall Membership Drives

### **Scripts for Membership Outreach and Engagement**

#### **Membership Recruitment During an Event**

My name is (Name) and I am (role you play for the chapter).

Ask questions:

- How did you hear about NAWBO?
- What is important when joining an organization?
- What is your business?
- How can NAWBO support you?

“One of the reasons I joined NAWBO (make it personal and tell your NAWBO story).”

Based on the response of what they are looking for you can use talking points listed below to highlight WHY NAWBO would be a good fit. Please make sure to highlight both National and local opportunities to engage potential members.

#### **Additional Insight**

Joining NAWBO and being a part of our community is bigger than all of us. As a community we are leaving a legacy by paving the way for future women business owners. We have so many different opportunities to engage. By belonging to NAWBO we can leave our legacy!

- Best business decision you can make for yourself and your business
- Our members state that up to 50% of their new business comes from the NAWBO community
- NAWBO is a sisterhood and our members are here to support you and lift you up



### Membership Outreach Calls After an Event

“My name is (Name) and I am (role you play for the chapter). I wanted to follow-up with you after attending our (name the event they attended).”

Ask questions:

- Have you been to other NAWBO events before?
- What made you decide to come to this event?
- What other organizations have you been considering other than NAWBO? (Depending upon their response, you can address the difference between NAWBO and the other organizations mentioned)
- What did you think about the event?
- Did you have the opportunity to meet other NAWBO members?
- What was the biggest takeaway for you from the event?

“We would like to invite you to join our chapter. One of the reasons I joined NAWBO (make it personal and tell your NAWBO story). Do you have any questions about membership? Would you like to join today?”

- **Answer: Yes**, go to [www.nawbo.org](http://www.nawbo.org) and help them with the joining process.
- **Answer: Not yet**, ask “What would be the best way to follow up with you?”

### Membership Retention Calls

“Hi (Name of Member) – My name is (Name) and I am (role you play for the chapter). Our records show that your membership is about to lapse. We wanted to personally reach out to you because we value you as a member of our NAWBO chapter. I noticed you have been a member (info based on member records # of years). Can you tell us if you are planning to renew?”

- **Answer: Yes**, Ask the member if they will be renewing online or if they want to renew over the phone. If by phone, take their payment information, and call the national Director of Membership for payment processing. Do not send credit card information via email to NAWBO National.
- **Answer: Not sure**, provide updated information to review on NAWBO benefits (refer to complete list of Affinity benefits and include local chapter benefits).

Ask more questions:

- Why did you join NAWBO?
- How can NAWBO help you?
- Are you interested in leadership?

**Answer: No**, ask questions to gain a better understanding of why the member is not renewing. Make sure to take notes and share with your Membership Committee or chapter’s Board of Directors.



## **Membership Campaigns**

**Spring Membership Drive:** (March 1 – April 30) \$25 discount on New Member Initiation fee, \$25 reinstatement fee waived. Top three chapters that recruit the most members based on chapter size will receive one complimentary registration for the WBC and a travel voucher.

**We Want You Back Campaign:** (December 1 – January 31) \$25 restatement fee is waived.

**NAWBO Referral Program** Every member that refers up to three (3) members and joins at the Premier level paying annually they will receive a complimentary registration to the Annual Conference. There are additional details listed in the Referral Program One – See below under Resources.

## **Webinars to Supplement Chapter Educational Programs**

**Member Orientation:** The NAWBO team holds member orientations monthly via webinar. The intention is for all members to understand how to get the most out of their membership and what it means to be a part of a national organization.

**“WHY NAWBO?” Presentation:** The presentation is used as an outreach tool for potential members and helps drive membership back to the local chapters. The 30-minute presentation is held monthly by the Director of Membership. This presentation can be used by local chapters as a community outreach tool, providing an overview for local government officials and attracting potential new corporate partners.

**Virtual Connect and Learn:** The presentation takes place on the 2<sup>nd</sup> Thursday of every month at 5pm ET and provides educational information with an inspirational message. The presenters for this programming are NAWBO Premier Members. If a member would like to learn more about the criteria to present, please contact [dsndyer@nawbo.org](mailto:dsndyer@nawbo.org).

**eLearning Series:** The quarterly webinars provide cutting-edge tools and solutions for business.

## **Affinity Programs**

NAWBO continues to cultivate strategic partnerships to develop member-only benefits that increase membership ROI. These benefits are also available to members’ employees and family members. The updated membership categories divide the member-only benefits based on the category a member chooses to join. Please see an overview of each benefit below. The detailed descriptions of the Affinity Partners can be found on the NAWBO website at <https://www.nawbo.org/partners/affinity>. **You MUST BE LOGGED IN to the National web site to access the benefits.**

### **Constant Contact**

Constant Contact’s leading e-mail marketing, social media marketing, event marketing, local deals, digital storefronts and online surveys—supported by its free Know-how, personalized coaching and award-winning product support—help all types of small businesses and organizations find new customers, drive repeat business and generate referrals. Today, more than half a million customers



worldwide trust Constant Contact to help them drive success. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations. NAWBO members also receive discounts on their Constant Contact accounts.

### **DELL**

Customers are at the core of everything Dell does. Dell is focused on delivering affordable business solutions that enable small business owners to make smarter business decisions that impact their bottom line. NAWBO has partnered with Dell to bring members savings on their systems and Dell branded electronics and accessories.

### **Office Depot**

We are excited to bring NAWBO member's significant savings on office essentials at Office Depot. Members now save up to 80% off thousands of products from copy paper and printer ink to cleaning supplies, coffee, furniture and more! With an easy-to-use website and over 2,000 retail locations, you can access these great savings online and in-stores.

### **One Page Business Plan Company**

Your business is complex, but your planning process can and should be simple. This is the company that radically simplified business planning and performance management over 20 years ago. They can help you and your team create a culture of focus, alignment and accountability without complexity. They have a wide variety of business plan solutions and their coaches and support team can help you—whether you are a sole proprietor or a \$1 billion company.

Getting started with One Page Business Plans is easy and affordable:

- ***The One Page Business Plan for Women in Business Planning Workbook and Business Owner's Toolkit.*** Retail price: \$34.95, NAWBO price: \$24.47 (a 30% savings) — download the first chapter for free!
- NAWBO members are entitled to a 20% discount on ***One Page Planning and Performance Management Software Solutions*** and discounts on coaching and implementation fees.
- NAWBO members interested in adding the One Page Business Plan to their coaching or consulting toolkit can save \$500 on the ***One Page Business Plan Licensing and Certification Program***
- All NAWBO Chapters and National have complimentary usage and access to ***One Page Planning and Performance Management System*** for the organization's internal use.

### **NAWBO Perks Program \*This is for Premier Members Only**

Find deals you can use anywhere! Get exclusive discounts at your favorite local and national merchants. The NAWBO Perks program offers a robust menu of merchants in the following categories:

- Apparel
- Automotive
- Beauty & Fragrance
- Books & Media
- Cell Phones
- Computers & Electronics
- Financial & Life Services
- Flowers & Gifts
- Food
- Health & Wellness
- Home, Garden & Pets
- Sports & Outdoors
- Tickets
- Toys, Kids & Babies
- Travel

**Note:** NAWBO members are able to offer discounts for their businesses to other NAWBO members on the platform. *You will receive an email from PerkSpot directly to enroll in the program.*



### **PR Newswire**

NAWBO has teamed up with PR Newswire to offer you a 12-month membership at no charge. Submit your contact information through the Sign Up Now section of the PR Toolkit and someone from PR Newswire will contact you to get you signed up.

**Note:** Offer only available to new PR Newswire members. Chapters can take advantage of this offer.

Included with your waived annual membership:

- Waiver of first year PR Newswire membership fee (value of \$195)
- FREE Media Micro list with first domestic news distribution (value up to \$595)
- Discount on ProfNet<sup>SM</sup> (55% OFF)
- Discount on Basic Multimedia Distribution (40% OFF)
- Discount on Basic Multimedia New Release (25% OFF)

### **UPS Shipping Discounts**

UPS knows how important your business is to you. Let them help you find ways to improve customer service, maximize cash flow, manage costs, save time shipping and speed up your shipment processing. NAWBO members are eligible to take advantage of special discounts of up to 34% on shipping. Whether it's overnight letters across the country or international shipping around the world, you'll start saving with the first package you send. After that, the more you ship, the more you save. Enroll at [savewithups.com/nawbo](http://savewithups.com/nawbo)

### **Carey International**

Carey offers the safest, most professional and reliable service in the world. Featuring a world-class fleet of late model vehicles, and a corps of fully vetted and trained professional chauffeurs to deliver a consistently superior level of service wherever your travels may take you. NAWBO Members **Save 10% Every Time You Book Ground Transportation with Carey**<sup>®</sup>

## **Corporate Sponsorship Best Practices**

Corporate partnerships and sponsorships are the perfect resource and opportunity to build your chapter and grow NAWBO's local presence in your city. Partner/sponsor income provide the chapter with the needed dollars to:

- Create higher-level events
- Build stronger education platforms
- Potentially pay for staff
- Create aggressive marketing materials/campaigns/social media platforms to promote membership, events and partnership
- Purchase necessary tools to grow chapter
- Provide dollars to assist with travel needs to attend National events

Some of the most successful chapters that are increasing their membership, realize the benefits of increasing time, energy and resources to grow their Corporate Partner/Sponsor Programs.

### **Corporate Partnerships and Sponsorship Categories**

1) Annual Corporate Partnerships

- To see a list of National Corporate Partners, visit [www.nawbo.org](http://www.nawbo.org)



- Annual partners have a specific list of benefits that at the highest levels include our Annual Conference sponsorship. The sponsorships are generally confirmed in the summer or fall of the previous year and are on an annual basis.
- 2) In-kind/Official Partner Relationships
- Provide a good/service for trade or recognition of partnership
  - Generally, receive benefits for ½ the value of the products or services provided
  - Do not include membership at the National level

### **Qualifying Questions for Potential Sponsors**

1. What would a successful partnership between NAWBO and (Name of Company) be?
2. What are the major goals that chapter has for the year?
3. What channels of communication are you most interested in using to help develop your partnership and increase the company visibility?
4. What interest do you have in working on content to help education women business owners and/or providing local support to local chapters?
5. What deadlines or dates do we need to be aware of?
6. What interests you the most about supporting NAWBO?

### **Partnering with NAWBO (Our National Message)**

One of the greatest strengths of NAWBO is our ability to build strategic alliances, coalitions and affiliations with corporate partners that support our organizational mission. We believe that building such partnerships enables us to better serve our members and the business community at large. NAWBO brings an unwavering commitment to meeting the needs of the corporate community and serves as the most direct and effective conduit for tapping into the fastest growing segment of the economy—women business owners.

As an unparalleled source for trusted guidance women entrepreneurs seek when navigating the various stages of their business growth, NAWBO is committed to building a meaningful and mutually beneficial partnership with our sponsors. By supporting NAWBO, you'll be at the heart of the relationship between women entrepreneurs and the products and services they trust. As a valued sponsor, you'll be among an exclusive group of organizations that partner with NAWBO, while at the same time building your brand with a fiercely loyal sector of the business population. In short, the two are inextricably linked. Women business owners look to our sponsors for not only the best solutions to the business challenges they face in growing their enterprises, but for partnerships with companies who are true champions of their success.

NAWBO opens its doors to all companies that share our vision. We adopt the following policies in considering new and renewing national corporate partners:

- Partners are expected to have a formal diversity program for their organization that ensures an environment supporting the growth, development, inclusion and equitable treatment of all employees.
- Partners are expected to have formal procurement initiatives targeted to women and minority entrepreneurs. At a minimum, these initiatives must recognize the status of certified women's



- business enterprises and develop contract opportunities for their products and/or services.
- NAWBO expects that women constitute a minimum 10 percent of a partner’s corporate board and/or senior management.

NAWBO corporate partnerships are designed to be mutually beneficial to both respective interests. As such, benefits are structured and may be customized to meet partner business goals with an emphasis on providing visibility/recognition among our membership as well as the women’s entrepreneurial community. **\*\*\*\*NAWBO National does NOT offer market exclusivity for corporate partnerships.**

Right of refusal and renewal: NAWBO considers partnerships as an extension of the NAWBO brand. In the interest of protecting our valuable brand, NAWBO reserves the right to decline initiating or renewing any partnership for any reason. NAWBO also reserves the right to terminate partnerships should adverse developments transpire during the course of the contract.

### **Best Practices**

- You are building a relationship/Do your research/Will they be a good partner?
- Do you have a Chapter Corporate Partner Chair (a closer), Admin and or Executive Director?
- Some chapters require Board Members to pay extra dues or become a corporate partner
- Keep an active spreadsheet in Dropbox to share contacts, important dates, and commitments
- If possible, complete the chapter event calendar and details by spring for the following year. Work with Annual Partners and Sponsors to find strong potential areas for event sponsorship.
- Request at least one lead from each Board member and/or advisory board member
- A Corporate Partner Committee is an excellent way to share contacts and spread the word
- A designed prospectus and printed piece including links to website and Corporate Partner Program
- Connect with other chapter that have strong corporate partner ecosystem: e.g. Columbus, Indiana, Chicago, California Chapters, Minneapolis, etc.
- Are you aware of budgeting and fiscal year (timelines are different for companies)?
- Explore potential partners in all business sectors:
  - Aerospace/Defense/Security
  - Travel & Tourism (Airlines/Hotels/Rental Cars)
  - Banking and Financial Industries
  - Chemistry/Pharmaceuticals
  - Consumer Goods (beauty/fashion)
  - Health and Well-being
  - Insurance (Medical, Auto, etc.)
  - Manufacturing
  - Telecommunications
  - Technology
  - Transport/Shipping
  - Utilities/Energy
- Potential In-Kind/Official Supplier
  - Airline, Business Furniture, Attorney/Law, CPA, Beverage, IT Service, Media, Banking, Video/Photographer, Hotel, Meeting Host
- Think about the legal agreements that require licensing etc. and long-term agreements. Obtain signed confirmations for partnerships/sponsorships. See the prospectus for a sample agreement
- Consider looking at their corporate partners and talking to successful chapters such as:
  - Columbus, Indiana, Chicago, California Chapters, Minneapolis, etc.
- Look at National Partnership benchmarks from other women’s/business organizations
- Join the area Chamber, Rotary, or Start-up Groups
- What major companies are headquartered in your area?



- Have a video made of a major corporate partner in your area talking about “WHY NAWBO” and the benefits they have seen during the relationship, highlighting their return on investment.
- Communication is key! Keep your partners and sponsors informed. Make sure they know chapter and National major milestones, upcoming events, awards to members and board members etc.

Review the National Prospectus: [Click Here](#) for set-up ideas, layout of events and agreement page

### **Sample Outreach Letter**

DATE

Dear NAME:

**Did you know there are more than 12.3 million women-owned businesses in the United States – and over 1,200 new businesses are started by women every day?!**

NAWBO’s mission is to strengthen, create and transform diverse women entrepreneurs into financial, social and political spheres of power. Founded in 1975, the National Association of Women Business Owners (NAWBO) is the unified voice of America’s women-owned businesses. But we are different from other women’s organizations and more than that to our members. For some, it is NAWBO’s strength in advocacy that has changed the business climate for women. For many, it is the support, resources, and education to grow their business and create economic development in their cities and towns. For all, it is an opportunity to grow with leadership and gain valuable connections that last a lifetime and change the world.

The National Association of Women Business Owners is committed to building strategic partnerships for our corporate partners and sponsors. With chapters in major markets across the country and a growing international presence, your partnership with NAWBO is an alliance with a sector of the business population that is fiercely loyal and committed to mutually beneficial relationships for your return on investment.

We welcome the opportunity to talk with you about our corporate partner and sponsor opportunities. I will be in touch shortly to follow up on this information; however, please feel free to reach me at (Contact Name, Phone, and Email)

Thank you for your consideration,

Signature

Chapter Name

Website Link

PS: Join us in supporting the fastest growing segment of our economy ... and reach the women economic influencers that can help you grow your business!



## **Membership Categories Breakdown**

### **Premier Honorary Membership**

We created this category to further increase our brand and visibility within the business community. The “Premier Honorary NAWBO Member” is given to the WBO’s that have been recognized with the specific program or award listed below. This will encourage high caliber women to engage with the NAWBO community and potentially with their peers. In recognition of their award, they will receive a complimentary 1<sup>st</sup> year membership.

- **Goldman Sachs — 10, 000 Small Business Participants:** In the United States, Goldman Sachs *10,000 Small Businesses* is a \$500 million investment to help entrepreneurs create jobs and economic opportunity by providing them with greater access to education, financial capital and business support services. These programs take place across the country and we identify the WBO’s that graduate from the program.
- **Enterprising Women:** The Enterprising Women of the Year Awards recognize the finest women entrepreneurs in North America and beyond and are widely considered one of the most prestigious recognition programs for women business owners. To win, nominees must demonstrate that they have fast-growth businesses, mentor or actively support other women and girls involved in entrepreneurship and stand out as leaders in their communities. Many of the honorees also serve as leaders of the key organizations that support the growth of women’s entrepreneurship. Every year, roughly 150 women leaders are recognized in various categories.

### **Annual Premier Honorary Membership for Chapters**

Please email [shamony@nawbo.org](mailto:shamony@nawbo.org) and copy [dsnyder@nawbo.org](mailto:dsnyder@nawbo.org) the following information:

- Name, Company, Address, Email, Phone

The member will receive an automated message welcoming them to NAWBO.

Once the one-year membership is up for renewal National will help manage the renewal process NAWBO chapters will have up to one honorary membership they can provide each fiscal year.

### **Student Membership Category and NEW Outreach Strategy**

Chapters will identify up to two universities or other institutions that offer an entrepreneurial student program. The initial contact should be the community outreach coordinator from the student program who can help the NAWBO chapter navigate and find opportunities to connect with students.

### **Launch Plan**

Screen the movie *Dream, Girl* with the chapters that are beta testing the student membership. Review the discussion guide after the screening. [QA Guidebook \(attached\)](#)

### **Benefit for Students to Join NAWBO**

- Providing a network and community that is connected to local businesses and partners.
- Offering access to educational programs to increase business skills and best practices.
- Facilitating Mastermind groups for the Student membership category OR utilizing the chapter’s current mentor or established roundtable programs.



**Premier Member (Voting)**

**\*Voting empowers our members to directly impact the current and future movement of the organization with policies and processes.**

Member receives all communications and publications, is eligible for all discounts and benefits and is listed in the online member directory. To qualify, members must be women business owners with a minimum 5% percentage of ownership for their company. Chapter membership is automatic for those whose businesses are located in a chapter area. Members outside the 45-mile radius of a chapter qualify for a NAWBO Virtual membership. Premier members interested in speaking for Virtual Connect and Learn webinars should contact Deborah Snyder at [dsnyder@nawbo.org](mailto:dsnyder@nawbo.org) **Please see FAQ document link of National benefits for this category under Resources.**

**Introductory Member (Non-Voting)**

Member receives all communications and publications, is eligible for limited discounts and benefits, and is listed in the online member directory. To qualify, members must be women business owners with a minimum 5% percentage of ownership for their company. Chapter membership is automatic for those whose businesses are located in a chapter area. Members outside the 45-mile radius of a chapter qualify for a NAWBO Virtual membership.

**Supporting Member (Non-Voting)**

These members are individuals who subscribe to the objectives of NAWBO and wish to lend support to NAWBO through membership. This category of membership includes limited discounts and listing in the online member directory. The individual does NOT need to be a woman business owner.

**NAWBO Virtual Chapter (Voting)**

These members are business owners whose businesses and residences are NOT located within a 45-mile radius of a chapter. A member in this classification has one vote and is under the supervision of NAWBO National. Programming has been established 2<sup>nd</sup> Thursday of every month. Mastermind groups for the NAWBO Virtual members are available. To qualify, members must be women business owners with a minimum 5% percentage of ownership for their company.

**Note:** All member benefits are listed on the web site. Visit <https://www.nawbo.org/partners/affinity>

**Membership Dues Structure and Incentives**

**\* There is a \$120 savings incentive for each category if you pay annually.**

The membership categories are designed to offer the choice of “yes” to potential members. They join the organization based on what benefits that would like to access and what level of membership they can afford. The membership categories DO NOT correlate with how long a potential member has been in business. Please keep in mind if a member is serving on the local chapter Board, they must be a Premier member since this is the only voting category.

Membership Category	Monthly Installments	Annual Dues	Chapter Rebate
Premier	\$39.95	\$359.40	\$18/mo. or \$156/yr.
Introductory	\$29.95	\$239.40	\$13/mo. or \$96/yr.
Supporting	\$39.95	\$359.40	\$18mo/\$156/yr.

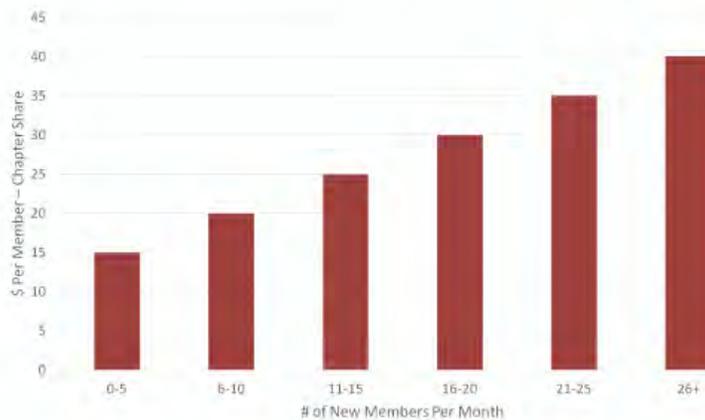
**Note: The price listed above DOES NOT include the ONE TIME New Member Initiation fee of \$100. There will be a reinstatement fee of \$25 for NAWBO members to rejoin. NO TIME LIMIT is attached to the reinstatement fee.**

**Note: There is a \$50 cancellation fee for monthly installments**



## New Member Processing Fee

- Will be shared with chapters on monthly basis



## Retention Incentive Plan



NAWBO Retention Incentive Plan for Chapters!

- At end of year, chapters with **70%+ retention rate receive 2 tickets to following year's Leadership Development Training**
- Chapters with **80%+ retention rate receive 5 tickets to Leadership Development Training**



## **Membership Payment Processing**

To streamline the process for membership payment, we recommend that all membership payments are processed through the National website. This allows new members to receive information in a timely manner. Also, the chapter doesn't need to spend limited resources to report new members.

**\*Note: The member join date will revert to the 1<sup>st</sup> of the month and the renewal date is the last day of the month prior renewal. For example, if a member joins on January 15<sup>th</sup>, the join date will be January 1<sup>st</sup> and the renewal date is December 31<sup>st</sup>. There is a 30-day grace period for membership.**

### **Change from Annual to Monthly or Membership Class**

Contact [accounting@nawbo.org](mailto:accounting@nawbo.org). While our software is capable of allowing members to cancel their active invoice, we currently don't allow this as it could have an impact revenue budgeting from our membership dues. There is also the issue of reporting retention since we offer a grace period for the members to pay.

**Example:** If a member is allowed to cancel an open invoice that was created on October 1, 2016 (renewal period December 1 –November 30) and then they go in on January 16, 2017 and cancel the invoice then our retention rate would be off. **If they opt to reinstate** at a different level, the new membership period would be January 1, 2018 thru either 1/31/2018 or 12/31/2018 (depending on if they opt for monthly or annual membership). *Please note that since the original invoice was canceled that they would be a REINSTATED member and NOT a RENEWAL via self-service.*

### **Renewal Process**

- Renewals are created 60 days prior to expiration.
- Member is mailed a renewal post card 60-days prior to expiration.
- Member is emailed 60 and 30 days prior to expiration and 1, 30 and 60 days past expiration of an invoice.
- Invoices are mailed 15 days after expiration (Past Due).
- If invoice is not paid, then a membership exit survey is sent.
- Members that allow their membership to lapse pay a reinstatement of \$25 rather than paying the new member initiation fee of \$100.
- Membership renewal emails are sent out on the 1<sup>st</sup> business day of the month.
- Membership Exit Survey email is sent following the grace period of 30 days.
- Suspensions are run the first full week on Thursday. This allows chapters that are collecting dues directly enough time to remit the applications and mail in payment, eliminating the issue of members being suspended or terminated when the chapter has collected payment.

Members paying monthly are automatically charged on or after the 27<sup>th</sup> of each month. If the payment is declined, the email "There Was an Issue Processing Your NAWBO Membership Payment" is sent with directions, followed by a phone call asking them if we can assist them.

### **Payment Methods**

- Visa, MasterCard, Discover and American Express are accepted.  
Checks may be mailed to: PO Box 821567, Philadelphia, PA 19182-1567



This is NAWBO bank lockbox and all payments are processed on the day that they are received. [Membership Dues Authorization Form](#) MUST be faxed 202-403-3788 or emailed [accounting@nawbo.org](mailto:accounting@nawbo.org)

**Notes about membership**

- Dues are non-refundable.
- Membership starts on the first day of any given month.
- A retired member must apply via web form, have sold their business, and have been a member for five years previous to qualify for this category.
- Student members must apply via web form, be an active student, and submit proof of entrepreneurship program enrollment.
- Membership fees include local chapter and National dues with initiation or reinstatement fees.

**Chapter Rebate Reports**

- Chapters are sent rebate reports once a month on the 15<sup>th</sup> of each month
- Payments are sent to chapters via ACH transfer
- Emails are sent to Chapter President, Treasurer, President-Elect, and those designated to receive the reports in the Chapter Administrator section of the National website

**\*Note:** If you change banks please contact Joyce Lee at [jlee@nawbo.org](mailto:jlee@nawbo.org)

Report includes the following information:

- 1) Member ID
- 2) Last Name
- 3) First Name
- 4) Membership Class
- 5) Subclass
- 6) Order Type – New, Renewal, Reinstated
- 7) Order Method – Manual or Web
- 8) Join Date
- 9) Paid Through Date
- 10) Transaction Date
- 11) Total Dues
- 12) Incitation Fee
- 13) Total for Individual

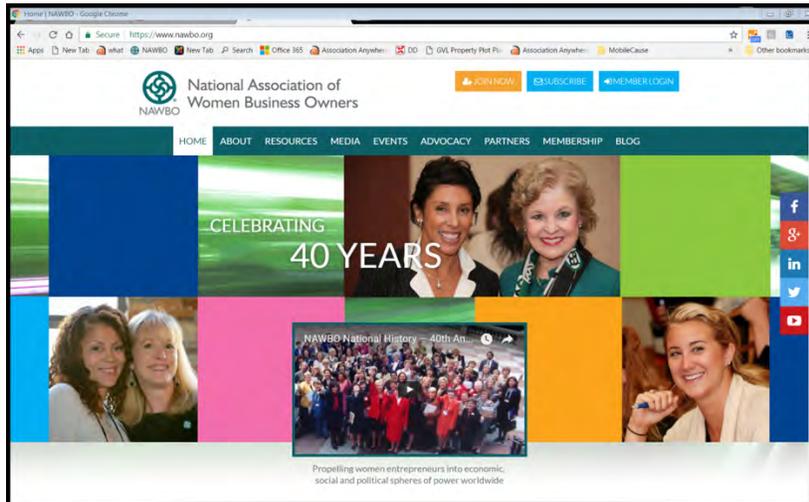
**Sample Rebate Report**

Custome r ID	Last Name	First Name	Class	Subclass	Order Type	Order Method	Join Date	Paid Through	Transaction Date	Total Amounts	Initiation Fee	Total
			INTRO	Member - Annual	NEW	WEB	11/1/2016	10/31/2017	12/1/2016	\$-96	-15.00	- 111.00
			INTRO	Member - Monthly	NEW	MANUAL	12/1/2016	12/31/2016	12/12/2016	\$-8	-15.00	- 23.00
			PREM	Member - Monthly	NEW	WEB	12/1/2016	12/31/2016	12/15/2016	\$-13	-15.00	- 28.00
			INTRO	Member - Annual	REINSTATE	MANUAL	9/1/2009	11/30/2017	12/20/2016	\$-96		- 96.00
			INTRO	Member - Annual	RENEW	MANUAL	1/1/2016	12/31/2017	12/7/2016	\$-96		- 96.00

## **Troubleshooting the Joining Process**

Troubleshooting the joining process for those individuals who have already set up their profile.

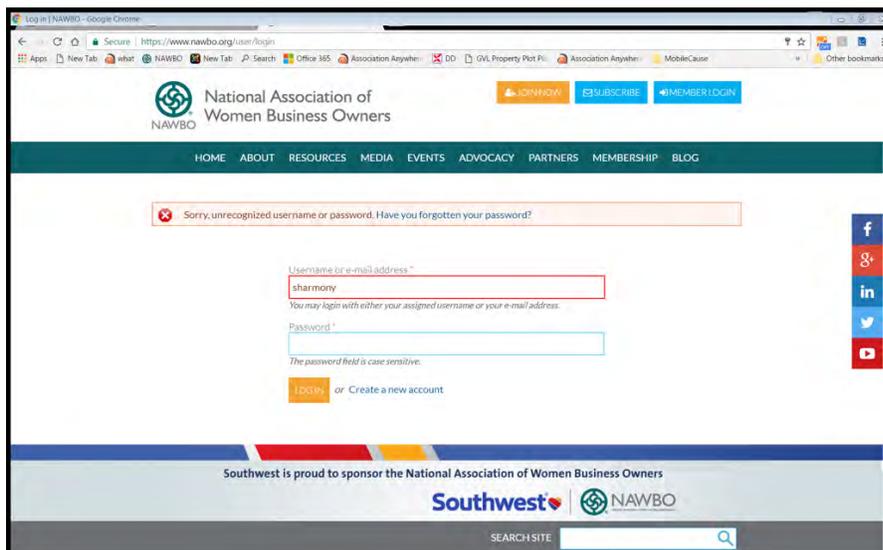
1. Go to [www.nawbo.org](http://www.nawbo.org), select the link JOIN NOW (Yellow box on top right)



If the member has forgotten their login information, they can use this link.

[Have you forgotten your password?](https://online.nawbo.org/nawbossa/ssauthmain.forget_password)

[https://online.nawbo.org/nawbossa/ssauthmain.forget\\_password](https://online.nawbo.org/nawbossa/ssauthmain.forget_password)



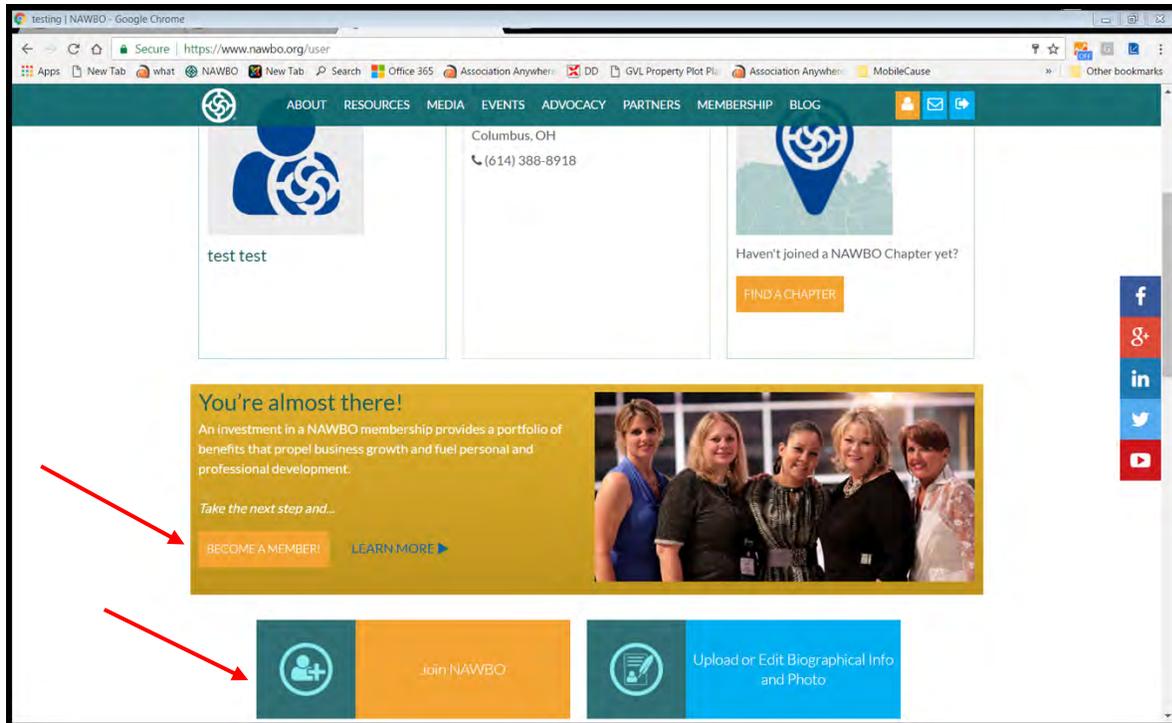
Their password will be sent to the email address that is on file.

If they no longer have access to the email address on file, they need to contact

<mailto:techsupport@nawbo.org>. They need to include their new email address in the support ticket.

Tech Support will update their profile and email via secure server their login information.

2. Click on the Become a Member or the Join NAWBO links.



They need to select membership type and payment option. The monthly payment option available due to the many requests from chapter leaders to offer this as an option. As of January 2017, a quarter of all NAWBO members are paying monthly. To increase member retention, the monthly installment option is slightly higher than paying the annual membership in one transaction.

#### Membership Levels available online

- Introductory
- Premier
- Supporting

#### Membership Levels available via application/invitation

- Student
- Honorary
- Retired

For the Student Member Application [CLICK HERE](#): Please complete the online form and submit proof of enrollment to [accounting@nawbo.org](mailto:accounting@nawbo.org).

For the Retired Members Application [CLICK HERE](#): This category is reserved for past members who have sold their business and were NAWBO Members five (5) years or longer.

Applications are submitted via web form and reviewed to make sure member qualifies.

### **How Do I Set-Up Recurring Payments?**

- Login to [www.nawbo.org](http://www.nawbo.org) and you will see a link “Recurring Payments & Payment Options”
- Next screen will ask you to Add Account. Check the “Make this My default account” and name the account. Next select payment type \*(Options are American Express, Visa, MasterCard and Discover)
- Click the submit button.  
Enter in your card number and billing address information.  
Under Authorization select:
  1. Automatic payment for Membership
  2. Enter Credit Card Expiration Date
  3. Click Submit

### **NAWBO Association Management System (AMS)**

NAWBO’s association management system is web-based software that features a suite of integrated applications for membership management, meetings and events, publications, e-commerce and content management. With 20+ years of expertise captured and finely tuned in a single integrated software suite to meet your organization’s specific needs, Association Anywhere offers a suite of tightly integrated software modules to deliver higher performance across 11 core association functions:

- [Membership Management](#)
- [Marketing & Communications](#)
- [Meeting & Event Management](#)
- [Education & Credentialing](#)
- [Subscriptions & Publications](#)
- [E-Commerce](#)
- [Fundraising](#)
- [Reporting & Business Intelligence](#)
- [Online Self-Service](#)
- [Accounting & Finance](#)
- [Submissions Management](#)

Since 2006, NAWBO has been using Association Anywhere with considerable investment and customizations made to the software. As NAWBO grows and changes AA has the flexibility to change and keep up with our needs. In 2016, we integrated AA with ON24 for the Institute of Entrepreneurial Development giving members a SSO experience with reporting back from ON24 to AA capabilities.

### **Chapter Administrative Access**

Each chapter is required to designate a “Chapter Administrator(s)” who will have online and exclusive access as a chapter administrator on NAWBO Web site. The Chapter Administrator has password-protected access to the following functionalities of the NAWBO Web site and the AMS:

- Update membership contact information
- Update chapter leadership roster – this needs to be done annually prior to the expiration of the term of service.
- Access to and ability to download chapter reports
- Access to and ability to check upcoming membership renewals



- Ability to designate the Chapter Rebate Report Recipient
- Ability to send out emails to chapter members from the system
- Ability to designate who has access to Chapter Leader Only content on the website

If you are not sure who is currently your designated “Chapter Administrator” or would like to submit a request for chapter administrator access, please send your inquiry to [memberservices@nawbo.org](mailto:memberservices@nawbo.org).

### **Annual Awards Program**

#### **Annual Membership Meeting Chapter Awards:**

Winners of the chapter awards will be recognized at the Annual Membership Meeting on Sunday, October 13, 2019.

- **Chapter Retention:** The chapters that achieve 70% and 80% retention
- **Fall and Spring Membership Drive:** Recognize winners by chapter size
- **5 Star Healthy Chapter Award:** All chapters that have completed Star 5 during 2019

**Gala Awards:** Gala Awards will be presented at the National Women’s Business Conference at the Closing Gala on Tuesday, October 15, 2019 in Jacksonville, Florida.

- **NAWBO Woman Business Owner of the Year:** This award recognizes a member who has demonstrated leadership and ingenuity to bring growth to her business and community. She has actively pursued both professional and personal goals.
- **Susan Hagar Legacy Award:** Gives honor to a person or group of persons who, through their actions, helped to establish the legacy of women’s entrepreneurship for future generations
- **Gillian Rudd Award:** Recognizes a women business owner who has made a significant contribution to the status and visibility of women-owned firms and to the empowerment of women entrepreneurs both nationally and internationally.
- **Dr. Tererai Trent Award:** Recognizes a woman with the characteristics of Dr. Trent - a desire and focus on serving others, a voice toward equality and empowerment for women and girls, motivates others to dream and take action, and uses her influence to give back and serve.

### **Chapter Support Initiatives**

- Chapter Management Toolkits
- Presidents Assembly Monthly Chapter Connect Calls
- 5 Star Healthy Chapter Program – Including the One-page Business Plan
- Chapter Resource Center on NAWBO.org
- Strategic help for membership drives
- Streamlined Governance—Revised Bylaws Template and Chapter Policy Handbook
- Micro Sites for chapter website ease of use
- NAWBO Circle



## The 5 Star Healthy Chapter Program

NAWBO Chapters across the country are unified in purpose and mission – to propel women entrepreneurs into economic, social and political spheres of power worldwide. To do this in a consistent and instantly recognizable fashion as a NAWBO chapter, NAWBO National developed the 5 Star Healthy Chapter Program. By earning and maintaining stars, NAWBO chapters remain in compliance with National, and earn the right to represent the NAWBO brand.

When the Program launched 5 years ago, chapters could earn one new star each year. However, as the program has developed, chapters can now earn stars concurrently. Note, in order to earn a star or to maintain a star level, the previous stars must be up to date. Example: to earn Star 5, Stars 1-4 must be updated.

### Star 1: The Business Plan

Create a One Page Business Plan for your chapter using the cloud based system. Login in at [www.myonepageplan.com](http://www.myonepageplan.com) and use the login credentials for your chapter. You may contact your PASC representative for this information, or contact Megan Patton at [mpatton@odastrategy.com](mailto:mpatton@odastrategy.com)

### Star 2: Membership

Ensure that Star 1 (your OPBP) has been updated for the current fiscal year.

Create a measurable objective around membership that is relevant to your chapter. Examples include:

- Increase members from 85 to 110 by June 30
- Increase monthly retention of members from 67% to 85%

Use the scorecard comments and data table embedded in the OPBP tool to track your metrics throughout the year and provide a comment each month to explain your data point.

### Star 3: Programming and Engagement

Ensure that Stars 1 and 2 have been updated.

Create a measurable objective around programming and engagement for your chapter. Examples include:

- Increase average monthly attendance across all programs from 65 to 100
- Increase quarterly programming options from 7 to 10
- Use the scorecard comments and data table embedded in the OPBP tool to track your metrics throughout the year and provide a comment each month to explain your data point.

### Star 4: Financial and Compliance

Ensure that Stars 1-3 have been tracked and are updated for the current fiscal year.

*Part One:* Create a measurable objective around a financial measure that is critical for your chapter.

Examples include:

- Increase overall revenue from \$XX to \$YY by June 30<sup>th</sup>
- Increase sponsorship dollars from \$XX to \$YY by June 30<sup>th</sup>

*Part Two:* Adhere to the submission schedule for the compliance portion of this star.



### **Star 5: Advocacy and Public Policy**

Ensure that Stars 1-4 have been tracked and are updated for the current fiscal year.

*Part One:* Create a measurable objective around an advocacy or public policy issue in your chapter.

Examples include:

- Have a minimum of XX advocacy touch points each month (calls, emails, letters, invites)
- Engage XX public office holders with the NAWBO chapter by June 30<sup>th</sup>

*Part Two:*

Create an action plan (project) around advocacy and public policy for your chapter. Use the embedded progress reports to track your activities against a project plan throughout the year.

Examples include:

- Create an advocacy plan
- Host a candidates' forum
- Develop a working relationship with XXX (office holder, local politician, lobbyist group) by June 30<sup>th</sup>

### **One Page Business Plan Best Practices**

1. Update the plan each year.
  - Vision: a rolling 3-year vision based on where the chapter can grow – think in terms of what are we building in the next 3 years and set a goal for revenue, and membership.
  - Mission: usually not updated. Mission answers the question: Why does this chapter exist? Once set, it should stay the same.
  - Objectives: Update the measurable objectives for the current fiscal year forecast. Make sure to have correct objectives for each of the Stars.
  - Strategies: Update strategies each year as necessary. Strategies answer the question: How will be grow (build) this chapter over time?
  - Action Plans: This section answers the question: What is the work to be done this year – and documents specific projects for the year.
2. Use the OPBP to drive the activities of your chapter – a best practice is to assign an objective or an action plan to each of your directors and have those directors responsible for updating the plan and making monthly data and comment entries.
3. Use the OPBP to run your Board meetings. Have each director update their portion of the plan one week prior to the Board meeting, then use that as a quick “agenda” for your meeting.



### **Attendance of National at Chapter Signature Events**

The National Board and staff would like the opportunity to help support the local chapters for their signature events. If your chapter is interested to have a National representative for your event, please contact Deborah Snyder for the application – dsnyder@nawbo.org

### **Leadership Development Training (LDT)**

The NAWBO Leadership Development Trainings are designed to provide customized training, valuable resources and best practice sharing for current and future NAWBO leaders. The program curriculum will empower each participant to: BUILD a sustainable chapter infrastructure, STRENGTHEN your leadership skills and IMPACT the legacy of the women’s business community at large. The leadership meetings are designed to provide chapters with:

- Customized training platform to facilitate the growth of strong and sustainable chapters
- Resources and tools to strengthen leadership skills and develop a succession plan
- A platform for communicating and building an effective partnership with NAWBO National and to learn how to leverage the resources and tools available
- Opportunities for collaboration and best practice sharing with other leaders across the country

The purpose of LDT is to continue to fulfill our mission of “*creating leaders for a world of change*” and reflects the organization both at the chapter and National levels in order to grow, evolve, and share new ideas.

Track 2 is for Professional and Personal Leadership Development that provides an opportunity for our members to participate in this training.

**\*\*\*Note: Please visit the web site for the most up to date agenda and information regarding LDT. See below under Resources for FAQ’s that provides the difference between LDT and the Annual Conference.**

### **Chapter Nominating Committee Guidelines**

The Nominating Committee is appointed yearly to prepare the slate for the Board of Directors for the following year. This is one of the most important jobs of the organization as it ensures a solid transition of leadership from year to year.

#### **Duties of the Nominating Committee**

- Solicit the membership for nominees to upcoming open positions.
- Ensure that qualifications and job descriptions are available to membership.
- Interview nominees by telephone, in-person, and through references.
- Slate at least one (1) and up to two (2) candidates for each office.
- Inform candidates of the Nominating Committee’s decision.
- Publish the slate to the membership, allowing for petitions from candidates not selected.
- Oversee an election if more than one candidate is slated or petitions for a position.

### **Makeup of the Nominating Committee**

- The Immediate Past President shall serve as the Chair of the Nominating Committee.
- Two (2) to three (3) active members of the chapter not running for office. These may be past Presidents or members who attend meetings, know members, but are not interested a nomination.
- One (1) to two (2) current Board members who are not running for a position. These may be officers in the first year of a two-year term or members who are cycling off the Board.
- It is not recommended that the President or President-Elect serve on this committee. The Board tends to become less diverse and more cliquish when a President-Elect chooses her own Board. The membership needs to see that the leadership is open to all qualified candidates and not just who is friends with whom.
- These 2 Board officers should encourage qualified members to submit applications and give the Nominating Committee a synopsis of talent the board needs such as: corporate connections, cheerleader, fiscal watchdog, etc.

### **Ideal Timeline for Chapter Nominations:**

*\*If Fiscal Year is July to July – if not adjust according to annual calendar year*

March 25	Finalize nomination form and call letter.
March 27	Steering Committee meeting and have nomination forms available for them.
March 30	Send out a call for nominations to full membership.
April 7	Nominating Committee populated by: VP Governance or Immediate Past President, 1 or 2 current Board members, and 1-3 non-Board members).
April 22	Nominations are due.
Apr. 27 - May 4	Qualifications & references are checked, committee reviews applications.
May 5 - 8	Nominating Committee interviews candidates.
May 15	Finalize slate and presented to Executive Board (This is <u>not</u> for approval just as an FYI. It is important to keep an arm's length relationship between the Board and the Nominating Committee so that board does not appear to be a closed clique.)
May 25	Slate announced to membership, including a sentence to give the option of petition to any nominees who were not slated.
May 31	Petitions are due. If no petitions are received, the slate is accepted by acclamation and no election is necessary.
June 8	Distribute ballots to membership, if there is more than one (1) candidate for an office.
June 22	Deadline for completion and return of ballots.
June 27	Announce election results to membership.
June 30	Hold annual meeting to thank outgoing Board and install incoming Board.

### **Additional Chapter Support & Expert Advisors:**

Governance - Mary Hiland      Conflict Resolution – Suzanne Pease  
 Presidents Assembly Steering Committee – [presidentsassembly@nawbo.org](mailto:presidentsassembly@nawbo.org)  
 Contact Deborah Snyder, [dsnyder@nawbo.org](mailto:dsnyder@nawbo.org), for additional support from our experts



**Presidents Assembly Steering Committee (PASC)**

**Chapter Connect Calls**

Join us monthly on the third Thursday at 12pm ET for Chapter Connect web-conference meetings. These small group virtual meetings are for chapter Presidents and President-Elects to exchange ideas, share best practices, gain support from fellow leaders in similar chapters, to hear the latest news from National, and to connect with your PASC representatives. Future Dates for calls:

- August 15
- September 19
- October- *See you at the Annual Conference*
- November 21
- December *\*DARK*
- January 16
- February 20
- March 19
- April 16
- May 21

**PASC (President Assembly Team) 2019-2020**

PASC Chair- Michele Schina  
 PASC Chair-Elect- Megan Patton  
 PASC Past Chair- Lisa Coppola

<b>First</b>	<b>Last</b>	<b>Phone (Cell)</b>	<b>Email</b>
Sandy	Clitter	610-247-7779	<a href="mailto:sclitter@yourtechtamer.com">sclitter@yourtechtamer.com</a>
Lisa	Coppola	716.536.4442	<a href="mailto:lcoppola@lisa-coppola.com">lcoppola@lisa-coppola.com</a>
Lorie	Guthrie	505-400-1857	<a href="mailto:lgl@superiaire.com">lgl@superiaire.com</a>
DJ	Heckes	505-440-1878	<a href="mailto:ceo@exhib-it.com">ceo@exhib-it.com</a>
Gina	Hitchens	317-418-7333	<a href="mailto:gina.hitchens@woodburyfinancial.net">gina.hitchens@woodburyfinancial.net</a>
Diana	Hoff	503-807-4363	<a href="mailto:diana@dianahoff.com">diana@dianahoff.com</a>
Ellen	Linares	704-408-2879	<a href="mailto:Elinares@FinancialGuide.com">Elinares@FinancialGuide.com</a>
Megan	Patton	440-655-4755	<a href="mailto:mpatton@odastrategy.com">mpatton@odastrategy.com</a>
Wendy Lyn	Phillips	352-267-6063	<a href="mailto:wendy@wendylynonline.com">wendy@wendylynonline.com</a>
Michele	Schina	215-917-4973	<a href="mailto:michele@tmsii.com">michele@tmsii.com</a>
Janie	Stubblefield	214-542-5642	<a href="mailto:janie.stubblefield@gmail.com">janie.stubblefield@gmail.com</a>
Julie	Towner	314-560-2225	<a href="mailto:jtowner@townerkc.com">jtowner@townerkc.com</a>
Valerie	Vaughn	913-433-2315	<a href="mailto:vvaughn@kcapex.com">vvaughn@kcapex.com</a>
Pam	Williams	919-210-4523	<a href="mailto:pam@promoquest.com">pam@promoquest.com</a>

Deborah Snyder- Los Angeles/VP of Membership and Community Outreach [dsnyder@nawbo.org](mailto:dsnyder@nawbo.org)

## **2019-2020 PASC Team Chapter Assignments**

<b>Broward/Palm Beach</b>	<b>Ellen Linares</b>
<b>Lakeland Metro</b>	Ellen Linares
<b>Memphis</b>	Ellen Linares
<b>Delaware</b>	Janie Stubblefield
<b>Indianapolis</b>	Janie Stubblefield
<b>Phoenix</b>	Janie Stubblefield
<b>Ventura</b>	Janie Stubblefield
<b>Central Illinois</b>	DJ Heckes
<b>Orange County</b>	DJ Heckes
<b>Sacramento Valley</b>	DJ Heckes
<b>Virtual</b>	DJ Heckes
<b>Greater DC</b>	Gina Hitchens
<b>Richmond</b>	Gina Hitchens
<b>San Antonio</b>	Gina Hitchens
<b>Santa Barbara</b>	Gina Hitchens
<b>Charlotte</b>	Lorie Guthrie
<b>Central Jersey</b>	Lorie Guthrie
<b>Inland N.W./Spokane</b>	Lorie Guthrie
<b>Kansas City</b>	Lorie Guthrie
<b>New Orleans</b>	Lorie Guthrie
<b>Oregon</b>	Lorie Guthrie
<b>Sedona-Verde Valley</b>	Julia Towner
<b>Central Coast California</b>	Julia Towner
<b>New York City</b>	Julia Towner
<b>Salt Lake City</b>	Julia Towner
<b>South Jersey</b>	Julia Towner
<b>Bakersfield</b>	NAWBO Staff
<b>Houston</b>	Pam Williams
<b>Minnesota</b>	Pam Williams
<b>Nashville</b>	Pam Williams
<b>Orlando</b>	Pam Williams
<b>Chicago</b>	Sandy Clitter
<b>Dallas</b>	Sandy Clitter
<b>Inland Empire</b>	Sandy Clitter
<b>San Francisco Bay Area</b>	Sandy Clitter
<b>San Diego</b>	Sandy Clitter
<b>Kentucky</b>	Diana Hoff
<b>Los Angeles</b>	Diana Hoff
<b>Philadelphia</b>	Diana Hoff
<b>Buffalo Niagara</b>	Diana Hoff
<b>Cleveland</b>	Valerie Vaughn
<b>Greater Detroit</b>	Valerie Vaughn
<b>Greater Miami</b>	Valerie Vaughn
<b>New Mexico</b>	Valerie Vaughn
<b>Silicon Valley</b>	Valerie Vaughn
<b>Atlanta</b>	Wendy Lyn
<b>Columbus</b>	Wendy Lyn
<b>Greater Raleigh</b>	Wendy Lyn
<b>Iowa</b>	Wendy Lyn
<b>Southern Nevada</b>	Wendy Lyn



## **Marketing NAWBO**

There are different reasons why people join an organization. NAWBO continues to focus on our mission:

The National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social and political spheres of power worldwide by:

- **STRENGTHENING** the wealth-creating capacity of our members and promoting economic development
- **CREATING** innovative and effective changes in the business culture
- **BUILDING** strategic alliances, coalitions, and affiliations
- **TRANSFORMING** public policy and influencing opinion

**Founding Mission:** *Creating leaders for a world of change*

In addition, we have created the 4 C's of the NAWBO network for women entrepreneurs to lead their communities and create business opportunities for others:

- **Capital** – Education and resources you need to choose the best financing options for your business.
- **Confidence** – Leadership training and tools necessary to grow personally and professionally.
- **Community** – A sisterhood of women who support women and provide the catalyst for change across the country and the world.
- **Capitols** – An advocate for you and your business with elected officials from the Nation's Capital to your state capitol,

## **Scripts for Meeting and Events**

**WHY:** To provide a consistent process of how to conduct your chapter meetings

**How will this benefit your chapter:** The agenda provides talking points and is focused on membership recruitment and retention.

**For NAWBO, you want your agenda to be a tool that helps to:**

- Increase member engagement at the event and beyond
- Improve member retention
- Strengthen the chapter's connection to National NAWBO
- Court new Corporate Partners
- Increase membership
- Increase attendance to future events
- Reinforce NAWBO and chapter initiatives for a more cohesive membership
- Give visibility and credibility to you and your business

**Bottom line:** Everyone at the meeting knows what to expect, what NAWBO is, and how to take action to be more engaged with the NAWBO community.

**Here's what it takes to get it all done with your agenda:**



- Clarity - Know the priorities of your chapter members so you can align every word in the agenda to them.
- Planning - If you want your agenda to work for you, you must make every word count, so write it out completely. Make every word be purposeful.
- Evaluation - Check your agenda against your chapter objectives: does your agenda include elements that address them all?
- Strong implementation - Once you have your agenda in place, you've got to take control of the meeting and LEAD it with focus and confidence. (YOU are the person who will sell membership the most!)

### **Guidelines for your Agenda**

1. Greeting: include all the following.
  - Introduce yourself, business, years in business, and that you are a proud member of NAWBO (this gives both you and NAWBO credibility).
  - NAWBO and chapter mission (why they're all here).
  - Welcome guests and let them know they'll be invited to join during the event.
  - BRIEF overview of meeting with ENTHUSIASM (lets them all know what to expect and that it's going to be awesome).
2. Get people engaged quickly with clear direction with one of the following:
  - Table discussions
  - Member introductions
  - Icebreaker
  - Anything where they get to DO something
3. Chapter business: Include all that apply
  - ALWAYS include one thing that is happening at the National level that will benefit members and specifically how they can find out more
  - Call for committee members
  - Committee happenings
  - Corporate Partner recognition
  - Member & Corporate Partner spotlight
  - Recognize guests
  - Recognize Past Presidents and Board
  - Welcome new members

Tips:

  - NOT just reporting! (don't even CALL it a report or people will go check their email)
  - Keep it BRIEF!
  - Make calls to action crystal clear with who, where, and when.
4. Speaker close. This is all about upcoming events and getting guests focused to join.
  - Recognize guests (ask to stand) and tell them who to see to become a member
  - Announce upcoming NAWBO events for the next month or two only.



- Raffle
- Remind guests where to get applications

#### **MORE TIPS**

- Start on time! Assign “time keeper” to help make sure this happens.
- Time every single speaker.
- Line up the next speaker to walk right up, rather than straggling from the back of the room (especially during chapter business portion of the meeting).
- Provide agenda on the tables – include mission of NAWBO.
- Do networking and NAWBO business announcements during the meal (not during the speaker).
- Anything you want people to act on, make it dead simple with what they should do next: who to see, when is the deadline, where are the forms, etc.
- Mention the “Sisterhood” of NAWBO frequently – that one word has turned many, many guests into members.
- Think of everything as a newcomer – give clear direction at every turn.

#### **SAMPLE AGENDA**

11:15 Registration begins

11:30 **President:** Welcome!

My name (your name) and I am a Business Trainer and Consultant. I have been in business for myself for (how many years) and have been a proud member of NAWBO for (how many years)

The National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social and political spheres of power worldwide by:

- Strengthening the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- Creating innovative and effective change in the business culture
- Building strategic alliances, coalitions and affiliations
- Transforming public policy and influencing opinion makers

Locally, our purpose is to serve our members –the powerful business women in this community. We provide a professional forum to do quality networking, and to hear savvy speakers who educate and inspire. And we have a lot of fun doing it!

Welcome to our guests – thanks so much for joining us today. I hope you enjoy your NAWBO experience, and we don’t want you to be a guest for long. At the end of our meeting, we will invite you to become a part of our chapter.

Today we’ve got an amazing line-up where you’ll enjoy fantastic food and networking with your NAWBO sisters, meet our newest members and Corporate Partners, find out how National NAWBO is creating more opportunities for our members, and wrap up with an amazing speaker.



11:40 **President or Board Member:** To become more familiar with each other's businesses, and to better equip ourselves to send each other quality referrals, I've given you one question to discuss while you're eating lunch. Would someone volunteer to be the lead at each table? After lunch, our chapter members will have the opportunity to introduce themselves, and I'll ask them to also share the answer they come up with for their question. Enjoy lunch everyone!

11:45 Lunch is served

11:55 President:

Now, would \_\_\_\_\_ (new and renewing members, use name and business name) please come up here?

Welcome – would you, in a nutshell, tell us why you joined or renewed? (they stay up there)  
Would everyone please welcome our newest and renewing NAWBO Sisters?

**Member introductions:** As a privilege of membership, our NAWBO members will now introduce themselves by name and company.

**Corporate Partner Chair:** Corporate Partners are a driving force behind the success of our chapter, and they are the true movers and shakers in this community. Be sure to introduce yourself to them and support their businesses as they support NAWBO. (Introduce and thank Corporate Sponsors)

**Recognize Board and Past Presidents**

**NAWBO Member Spotlight:** Ex: one member shares a benefit from national, one shares a benefit from the local experience.

12:15 Introduce Speaker

12:55 Speaker wraps-up

1:00 President - Thanks speaker, announces upcoming events, introduces special guests, and pulls raffle prize

**Upcoming events** - Example: Our next meeting will be a holiday party! NAWBO will provide drinks and the main course, and we'll ask you to bring a dish to share, and a gift for the gift exchange. You'll be receiving an invitation and details shortly, but save the date for Wednesday, December 14<sup>th</sup>.

In January, we have not only another dynamic speaker, \*\*\*, but we are also going to get to meet a contingent from our Phoenix NAWBO sisters. I've gone to their meetings, and this group of women is amazing. Their willingness to come and support our chapter just shows me how strong the NAWBO sisterhood is, and how it extends far beyond our little valley.

**Guests** - Would our guests now stand? Welcome (applause). We invite you to join our chapter. You're welcome to attend three luncheons before joining, but there is no need to wait – we'd love to have you as a member today. Please see \*\*\*, our Membership coordinator right after the meeting to get started today.



## Raffle

(Membership coordinator), please stand up and wave to everyone. I know it gets a little hectic after the meeting, I want to make sure our guests know exactly who to see to become a member. She is the person to see – there is no need to wait. Thank you for being here today!

1:15 End

**\*\*\*Note: The agenda can change based on the time of day the meeting is taking place. Most chapters have moved meetings to dinner so that our members don't lose a large part of their day attending a lunch meeting.**

## Sample Talking Points for Starting a Meeting

Our organization, the National Association of Women Business Owners (NAWBO), has come quite a long way since 1975, when it all began around one kitchen table where a dozen like-minded businesswomen would gather to further and strengthen their entrepreneurial interests.

Founding NAWBO National President Susan Hager liked to say, "Get a seat at the table or build your own table, and make sure to include other women at that table."

And this has been the mission of NAWBO—ensuring women business owners and entrepreneurs have a strong voice with policy makers and public officials who are making decisions that impact our businesses, our ability to succeed and our bottom line.

From those humble beginnings, NAWBO has grown to become the unified voice representing America's women-owned businesses and a powerhouse player in our Nation's Capital.

Today, we are proud to be the unified voice of this nation's 10 million women business owners with a strong National organization composed of chapters in every major metropolitan area. NAWBO represents the interests of women business owners of numerous sizes, sectors, and regions.

We take great pride and understand the important responsibility of representing women business owners who are absolutely critical to our nation's economy. Consider that there are now 11.3 million firms owned by women, employing 8.9 million people, and generating \$1.6 trillion in sales as of 2016.

Clearly, women business owners can move our economy. So, whether it is tax policy, health care regulations, protecting intellectual property, or reauthorizing programs that increase access to capital, we at NAWBO know our role in transforming public policy and making sure our voice is heard and that we have a seat at the table to engage and influence opinion makers is essential.

We also do a variety of activities to empower women business owners at the state and local levels through our chapters. **\*\*\* Talk about your work at YOUR Chapter \*\*\***

And we don't have to do it alone. We are building strategic alliances, coalitions and affiliations with the goal of advancing our agenda in the corridors of power in Washington, D.C.



For an organization like NAWBO to be successful, it is essential to partner with corporations who share our mission and our desire to see more women empowered to start, run, and succeed with their own businesses.

#### **PLUG IN INFORMATION ABOUT THE EVENT, PARTNER, INITIATIVE HERE**

**FOR EXAMPLE:** In Ernst and Young, NAWBO has exactly the sort of partner I am talking about. While we certainly value your support and cooperation with NAWBO, I am also thrilled to see Ernst and Young taking a leadership role with their Entrepreneurial Winning Women Program, a national competition and executive leadership program that connects a first-rate group of women entrepreneurs with the advisors and the resources that will help empower them to become leaders and continue their growth and success.

Why has Ernst and Young undertaken such a program? Of course, you understand the incredibly positive impact that women business owners can have on our economy as job creators and in launching and expanding businesses. Perhaps more importantly, you appreciate the critical impact that experienced role models and access to business-building networks can have for women entrepreneurs as they seek to build their businesses and strategic alliances and engage new potential partners and customers.

I am honored to be here with you today to demonstrate NAWBO's deep gratitude for Ernest and Young's support of our organization and women entrepreneurs across our great land of opportunity. At NAWBO, we admire your leadership and convey our best wishes to you and we hope our collaboration and work on behalf of women business owners will continue into 2019 and beyond.

#### **Talking Points for Meetings**

- Women have a voice that needs to be heard. NAWBO *is* that voice. Women change the nature of the conversation, the solution and the results, so they must feel supported and empowered to lead. When women thrive, so does the economy.
- NAWBO is *the* unified voice for women that are changing the culture of business. NAWBO is leading the culture change in business by transforming public policy in ways that benefits, supports and propels women business owners.
- NAWBO is *the* resource for women in entrepreneurship. Whether its access to media, legislators, resources, visibility or opportunities to give back, NAWBO leverages its strong network of voices and resources to provide women business owners the tools they need to build profitable businesses.
- NAWBO allows women to be part of something bigger. Being a woman business owner can be isolating. NAWBO is a tribe that unites women business owners to work together to do something powerful. With opportunities to support other women and give back to their communities, NAWBO is a catalyst for women in business to make a significant change in the world.
- NAWBO goes beyond the million-dollar mark. By accompanying women on their quest to achieve and sustain high levels of business growth, NAWBO is amplifying the success of women entrepreneurs.
- NAWBO is the springboard for success. NAWBO is the one-stop resource for women entrepreneurs to build and grow their micro businesses to million-dollar businesses -- ultimately living the lives they imagined.



- NAWBO is a movement. More than a membership organization, we raise our voice to honor our founding mothers and continue to impact change for future generations of women business owners.

### **Template Script/Recruitment Language**

NAWBO is first and foremost a women’s business organization, but it is so much more than that. It is a community and support system. It is a place where we cheer for each other and celebrate our successes, both personal and professional, and lift one another up during difficult times. It is a “Congratulations” from a member across the country, or a “We’ve got your back” in our hometown. As it was once said, “Sisterhood is the essence of all the wisdom of the ages, distilled into a single word. You cannot see sisterhood; neither can you hear it nor taste it. But you can feel it a hundred times a day. It is a pat on the back, a smile of encouragement. It’s someone to share with, to celebrate your achievements.”

### **Talking Points for Membership Recruitment**

- NAWBO is a national organization and one of the benefits is your local chapter
- *“Get a seat at the table or build your own table, and make sure to include other women at that table.”* — Susan Hager, Founding NAWBO National President
- From a group of a dozen like-minded businesswomen—to players in the Nation’s Capital.
- When NAWBO was founded, there were no other business groups open to women. Now the opposite is true. So, we strive to provide value to our members.
- Focused on reenergizing NAWBO’s involvement and influence in the public policy sphere.
- Our bipartisan Congressional endorsement campaigns have a 94% success rate.
- More opportunities for NAWBO members to come to Washington, D.C. and have their voice heard are planned for this year.
- We helped pass legislation that secured the placement of a women’s history museum in Washington, D.C. and increased government contracting opportunities for women.
- We are the voice of over 10 million firms owned by women, representing the fastest growing segment of the economy.
- Women-owned firms (50% or more owned by a woman) account for 30% of all privately held firms and contribute 14% of employment and 11% of revenues.
- Women have a voice that needs to be heard. NAWBO *is* that voice. Women change the nature of the conversation, the solution and the results, so they must feel supported and empowered to lead. When women thrive, so does the economy.
- NAWBO is *the* unified voice for women that are changing the culture of business. NAWBO is leading the culture change in business by transforming public policy in ways that benefits, supports and propels women business owners.
- NAWBO is *the* resource for women in entrepreneurship. Whether its access to media, legislators, resources, visibility or opportunities to give back, NAWBO leverages its strong network of voices and resources to provide women business owners the tools they need to build profitable businesses.
- NAWBO allows women to be part of something bigger than themselves. Being a woman business owner can be isolating. NAWBO is a tribe that unites women business owners to work together to do something powerful. With opportunities to support other women and give back to their communities, NAWBO is a catalyst for women in business to make a significant change in the world.



- NAWBO goes beyond the million-dollar mark. By accompanying women on their quest to achieve and sustain high levels of business growth, NAWBO is amplifying the success of women entrepreneurs.
- NAWBO is the springboard for success. NAWBO is the one-stop resource for women entrepreneurs to build and grow their micro businesses to million-dollar businesses -- ultimately living the lives they imagined.
- NAWBO is a movement. More than a membership organization, we raise our voice to honor our founding mothers and continue to impact change for future women business owners.
- We have a variety of Affinity Partners that provide tangible benefits and savings of over \$5,000.
- Consider joining our NAWBO community; you have the option of paying monthly for a little as \$29.95 per a month. That is just a month's worth of Starbucks coffee or a manicure.
- Help leave a legacy and create an easier path for the next generation of WBO's.

**Note:** When talking about joining NAWBO, it is helpful for you to share a personal story of why you joined and what benefits NAWBO has been able to provide you. If we can make the reason more personal, then people can better relate to why NAWBO is different from other organizations.

### **Membership ROI**

All women business owners are different with varying needs and goals. However, at the core, each wants to be successful and live the life they imagined. Each new member brings fresh ideas, excitement and momentum to the NAWBO movement.

### **Qualified Members are:**

- In a financial position to pay dues and participate in special events.
- Have a solid business structure and plan.
- Like-minded entrepreneurs – who are growth focused.
- Passionate about helping other women grow their businesses.

### **What do Members WANT when they come to a NAWBO Local Chapter?**

- Women are looking for places and opportunities to bring positive change in the business culture.
- Members need to see threads of long-term relationships and support in the chapter's culture.
- New members are seeking genuine women who share success and trials with their peers.
- They come to the local chapter looking for the unique support system that other business communities do not offer.
- Many new members are hoping to increase their revenue potential and immediate cash flow/network.
- Visibility within the local community and opportunities for national exposure and connections.
- New members can be looking for a mentor or a platform to be a mentor.
- Many times, being a women entrepreneur is lonely. Members come to draw from the energy and excitement that the NAWBO community creates.
- New members desire to be around successful, positive, strong women who believe in the potential in themselves and others.

### **Why do Members stay after they join?**

- Members stay because their NAWBO membership is an investment in their dreams and interest.
- Once they experience the NAWBO community, they are hooked and don't look back.



- An amazing 50% or more of their revenue comes from the NAWBO community.
- There is a vibrant network of women who are always evolving and challenging the status quo.
- NAWBO has the long-term credibility and a strong history to back up its efforts and credentials as a beacon for women now and in the future.
- The education and workshops provided are easy to access and relevant to the business ecosystem.
- NAWBO offers a return-on-investment AND a return-on-relationship.
- Builds acumen within members and equips them to compete in the world market.

### **NAWBO Chapter Resource Center**

The Chapter Resource Center is located on the [nawbo.org](http://www.nawbo.org) website in the Resources section. Links to documents, handbooks, toolkits, and one-pages are available for download. Some helpful links include:

#### **NAWBO Membership Brochure**

<https://www.nawbo.org/sites/nawbo/files/2019%20NAWBO%20Brochure%20USE%20THIS%20COPY.pdf>

#### **Membership Category FAQ**

[https://www.nawbo.org/sites/nawbo/files/NAWBO\\_Membership\\_Categories\\_FAQ.pdf](https://www.nawbo.org/sites/nawbo/files/NAWBO_Membership_Categories_FAQ.pdf)

#### **Diversity Inclusion One Sheet**

[https://www.nawbo.org/sites/nawbo/files/NAWBO\\_Diversity\\_Inclusion\\_Initiative.pdf](https://www.nawbo.org/sites/nawbo/files/NAWBO_Diversity_Inclusion_Initiative.pdf)

#### **Referral Program One Sheet and FAQ**

<https://www.nawbo.org/nawbo-referral-program>

#### **Leadership Development Training FAQ**

[https://www.nawbo.org/sites/nawbo/files/LDT\\_FAQ\\_FINAL2.pdf](https://www.nawbo.org/sites/nawbo/files/LDT_FAQ_FINAL2.pdf)

#### **Monthly Educational Themes and Communication Strategy Toolkits**

<https://www.nawbo.org/resources/nawbo-chapter-resource-center/monthly-educational-themes-communication-strategy>

#### **NAWBO Video Library** \*click for the NAWBO YouTube Channel

- [NAWBO is...](#) \*NEW VIDEO FOR 2019 PROMOTION
- [Why NAWBO](#)
- [We Are Better Together. #NAWBO 2019](#)
- [Join the Movement...Be Inspired.](#)



## June – December 2019 NAWBO ONE EDITORIAL CALENDAR

To view updates to the calendar visit <https://www.nawbo.org/media/2019-nawbo-editorial-calendar>  
For questions or submissions, e-mail [publications@nawbo.org](mailto:publications@nawbo.org)

### June 2019

**THEME: Next Generation** - Possible Topics: Next generation customers and employees; attracting, communicating with, managing, etc.

- Submission deadline: Wednesday, June 5      Publication date: Wednesday, June 19

### July 2019

**THEME: Avoiding Burnout** - Possible Topics: Surround yourself with other WBOs, network, connect with resources, ask for help, find inspiration, fuel your creativity, etc.

- Submission deadline: Wednesday, July 3      Publication date: Wednesday, July 17

### August 2019

**THEME: Branding, From the Inside Out** - Possible Topics: Internal branding/culture, external branding and marketing communications, from public speaking to social media, website dos and don'ts and more.

- Submission deadline: Wednesday, August 7      Publication date: Wednesday, August 21

### September 2019

**THEME: Driven by Courage** - Possible Topics: Highlights bravery/courageousness in different ways (WBC keynotes, story of a Congresswoman, even a new mom in Congress, etc.)

- Submission deadline: Wednesday, September 4      Publication date: Wednesday, September 18

### October 2019

**THEME: Our Time Is Now** - Possible Topics: WBC2019 coverage, takeaways, stories on breakout topics, e

- Submission deadline: Wednesday, October 2      Publication date: Wednesday, October 16

### November 2019

**THEME: At Your Service** - Possible Topics: Veteran/service member spotlight, NAWBO member with military background shares how her service shaped her business leadership, stories of doing good in the community, advocacy stories and successes, etc.

- Submission deadline: Wednesday, November 6      Publication date: Wednesday, November 20

### December 2019

**THEME: That's a Wrap** - Possible Topics: Year-end wrap recapping NAWBO and its member's greatest moments throughout the year and giving tips/predictions for 2020.

Submission deadline: Wednesday, December 4      Publication date: Wednesday, December 18



## NAWBO NATIONAL CALENDAR June 2019- December 2020

### June 2019

- **June 3 Presidents Onboarding and National BOD Installations, Washington, D.C.**
- **June 3 @12-4pm ET Academy for Public Service Washington, D.C.**
- **June 4 Advocacy Day on the Hill**
- June 12 @ 12pm ET – Chapter Committee Zoom Meeting with National
- June 13 @ 5pm ET – NAWBO Virtual Connect & Learn
- June 20 @ 12pm ET– Chapter Connect Call/PASC

### July 2019 \*Dark

- **July 4-6 Global Summit of Women – Basel, Switzerland**
- July 17 @12pm ET – Public Policy Call
- July 31 Early Bird Pricing ends for WBC

### August 2019

- Aug 8 @ 5pm ET – NAWBO Virtual Connect & Learn
- Aug 14 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Aug 15 @ 12pm ET – Chapter Connect Call/PASC
- Aug 29 @ 12pm ET – eLearning Series

### September 2019

- Sept 1- Oct 15 Call to Nominations
- Sept 11 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Sept 12 @ 5pm ET – NAWBO Virtual Connect & Learn
- Sept 17 @12pm ET – Public Policy Webinar
- Sept 19 @12pm ET – Chapter Connect Call/PASC

### October 2019

- Oct 1 @ 4pm ET – Member Orientation
- Oct 9 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Oct 10 @ 5pm ET – NAWBO Virtual Connect & Learn
- **Oct 12 – Circle Retreat at One Ocean – Jacksonville, FL**
- **Oct 13 – Annual Membership Meeting – Hyatt Regency Riverfront, Jacksonville, FL**
- **Oct 14-15 –Women’s Business Conference - Hyatt Regency Riverfront, Jacksonville, FL**
- Oct 24 @ 12pm ET – eLearning Series

### November 2019

- **Nov 3-9 Opportunity International Trip - Columbia**
- Nov 7 @ 5pm ET – NAWBO Virtual Connect & Learn
- Nov 13 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Nov 14 @ 12pm ET – Chapter Connect Call/PASC
- Nov 19 @12pm ET – Public Policy Webinar
- **Nov 19-21 – 67<sup>th</sup> FCEM World Congress – Lima, Peru**



### **December 2019**

**\*Dark**

- Dec 17 @12pm ET – Public Policy Call

### **January 2020**

- Jan 8 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Jan 9 @ 5pm ET – NAWBO Virtual Connect & Learn
- Jan 14 @ 12pm ET – Advocacy Webinar

### **February 2020**

- **Feb 6 Leadership Development Training in Albuquerque, NM**
- **Feb 7 Circle Retreat**
- **Feb 8 Stay and Play – Albuquerque Balloon Festival**
- Feb 12 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Feb 13 @ 5pm ET – NAWBO Virtual Connect & Learn
- Feb 18 @12pm ET – Public Policy Call
- Feb 20 @12pm ET – Chapter Connect Call/PASC
- Feb 27 @ 12pm ET – eLearning Series

### **March 2020**

- March 1 – April 30 - Spring Membership Drive
- March 10 @ 12pm ET – WHY NAWBO?
- March 11 @ 12pm ET – Chapter Committee Zoom Meeting with National
- March 12 @ 5pm ET – NAWBO Virtual Connect & Learn
- March 12 @ 12pm ET – Chapter Connect Call/PASC
- March 17 @ 12pm ET – Public Policy Webinar

### **April 2020**

- April 8 @ 12pm ET – Chapter Committee Zoom Meeting with National
- April 9 @ 5pm ET – NAWBO Virtual Connect & Learn
- April 16 @12pm ET – Chapter Connect Call/PASC
- April 21 @12pm ET – Public Policy Call
- **April 24-25 Circle Retreat and Board Meetings – French Lick Resort, IN** *\*Pending*
- April 23 @12pm ET – Member Orientation
- April 30 Spring Membership Drive ends

### **May 2020**

- May 5 @12pm ET– WHY NAWBO?
- May 13 @ 12pm ET – Chapter Committee Zoom Meeting with National
- May 14 @ 5pm ET – NAWBO Virtual Connect & Learn
- May 19 @12pm ET – Public Policy Webinar
- May 21 @ 12pm ET – Chapter Connect Call/PASC
- May 28 @ 12pm ET– eLearning Series

### **June 2020**

- **June 1 Presidents Onboarding and National BOD Installations, Washington, D.C.**



- **June 1 @12-4pm ET Academy for Public Service Washington, D.C.**
- **June 2 Advocacy Day on Capitol Hill, Washington, D.C.**
- June 3 @ 12pm ET– WHY? NAWBO
- June 10 @ 12pm ET – Chapter Committee Zoom Meeting with National
- June 11 @ 5pm ET – NAWBO Virtual Connect & Learn
- June 18 @ 12pm ET– Chapter Connect Call/PASC
- June 30 Early Bird Pricing ends for WBC

#### **July 2020** \*Dark

- July 21 @12pm ET – Public Policy Call

#### **August 2020**

- Aug 12 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Aug 13 @ 5pm ET – NAWBO Virtual Connect & Learn
- Aug 20 @ 12pm ET – Chapter Connect Call/PASC
- Aug 27 @ 12pm ET – eLearning Series

#### **September 2020**

- Sept 1- Oct 15 Call to Nominations
- Sept 9 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Sept 10 @ 5pm ET – NAWBO Virtual Connect & Learn
- Sept 15 @12pm ET – Public Policy Webinar
- **Sept 19 National Board Meeting at Austin Marriott Downtown, Austin, TX**
- **Sept 20 Circle Retreat & Institute Board Meeting– Austin Marriott Downtown, Austin, TX**
- **Sept 21 Annual Membership Meeting – Austin Marriott Downtown, Austin, TX**
- **Sept 22-23 Women’s Business Conference – Austin Marriot Downtown, Austin, TX**

#### **October 2020**

- Oct 6 @ 4pm ET – Member Orientation
- Oct 8 @ 5pm ET – NAWBO Virtual Connect & Learn
- Oct 14 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Oct 15 @12pm ET – Chapter Connect Call/PASC
- Oct 22 @ 12pm ET – eLearning Series

#### **November 2020**

- Nov 11 @ 12pm ET – Chapter Committee Zoom Meeting with National
- Nov 12 @ 5pm ET – NAWBO Virtual Connect & Learn
- Nov 17 @12pm ET – Public Policy Webinar
- Nov 19 @ 12pm ET – Chapter Connect Call/PASC

#### **December 2020** \*Dark

- Dec 15 @12pm ET – Public Policy Call

*Dates subject to change, please visit our Events Calendar <https://www.nawbo.org/events/events-calendar> for up to date information and information on how to register.*

## Inspirational Quotes

We have provided these quotes to use in variety of different ways:

- Starting a Meeting
- Social Media
- Newsletters

ENJOY, Inspirations Leads to Motivation!!

- *“Do one thing every day that scares you” – Eleanor Roosevelt*
- *“Optimism is the faith that leads to achievement.” - Helen Keller*
- *“You are the one that possesses the keys to your being. You carry the passport to your own happiness.” - Diane von Furstenberg*
- *“Make the most of yourself by fanning the tiny, inner sparks of possibility into flames of achievement.” - Golda Meir*
- *“Knowing what must be done does away with fear.” - Rosa Parks*
- *“I didn’t get there by wishing for it or hoping for it, but by working for it.” - Estée Lauder*
- *“You can waste your lives drawing lines. Or you can live your life crossing them.” - Shonda Rhimes*
- *“What you do makes a difference, and you have to decide what kind of difference you want to make.” - Jane Goodall*
- *“If you obey all the rules, you miss all the fun.”– Katharine Hepburn*
- *“Life is not measured by the number of breaths we take, but by the moments that take our breath away.”– Maya Angelou*
- *“A woman is like a tea bag – you never know how strong she is until she gets in hot water.”– Eleanor Roosevelt*
- *“I’ve come to believe that each of us has a personal calling that’s as unique as a fingerprint – and that the best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard, and also allowing the energy of the universe to lead you.”– Oprah Winfrey*
- *“A strong woman understands that the gifts such as logic, decisiveness, and strength are just as feminine as intuition and emotional connection. She values and uses all of her gifts.”– Nancy Rathburn*
- *“We must believe that we are gifted for something, and that this thing, at whatever cost, must be attained.”– Marie Curie*

- *"The question isn't who's going to let me; it's who is going to stop me."— Ayn Rand*
- *"You may encounter many defeats, but you must not be defeated. In fact, it may be necessary to encounter the defeats, so you can know who you are, what you can rise from, how you can still come out of it."— Maya Angelou*
- *"Courage is like a muscle. We strengthen it by use."— Ruth Gordon*
- *"Always go with the choice that scares you the most, because that's the one that is going to require the most from you."— Caroline Myss*
- *"One of the most courageous things you can do is identify yourself, know who you are, what you believe in and where you want to go."— Sheila Murray Bethel*
- *"You have to have confidence in your ability, and then be tough enough to follow through."— Rosalynn Carter*
- *"Optimism is the faith that leads to achievement." - Helen Keller*
- *"Power's not given to you. You have to take it." - Beyoncé Knowles Carter*
- *"The most difficult thing is the decision to act, the rest is merely tenacity." - Amelia Earhart*
- *"The difference between successful people and others is how long they spend time feeling sorry for themselves." - Barbara Corcoran*
- *"I'd rather regret the things I've done than regret the things I haven't done." - Lucille Ball*
- *"If you don't risk anything, you risk even more." - Erica Jong*
- *"I have stood on a mountain of no's for one yes." - B. Smith*
- *"You can never leave footprints that last if you are always walking on tiptoe." - Leymah Gbowee*
- *"If you don't like the road you're walking, start paving another one." - Dolly Parton*
- *"If you think taking care of yourself is selfish, change your mind. If you don't, you're simply ducking your responsibilities." - Ann Richards*
- *"It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent." - Madeleine Albright*
- *"Step out of the history that is holding you back. Step into the new story you are willing to create." - Oprah Winfrey*
- *"What you do makes a difference, and you have to decide what kind of difference you want to make." - Jane Goodall*

- *"I firmly believe you never should spend your time being the former anything."* - Condoleezza Rice
- *"I choose to make the rest of my life the best of my life."* - Louise Hay
- *"Drama is very important in life: You have to come on with a bang. You never want to go out with a whimper."* - Julia Child
- *"Take criticism seriously, but not personally. If there is truth or merit in the criticism, try to learn from it. Otherwise, let it roll right off you."* - Hillary Clinton
- *"No one changes the world who isn't obsessed."* - Billie Jean King
- *"Hold your head and your standards high even as people or circumstances try to pull you down."* - Tory Johnson\*
- *"Owning our story can be hard but not nearly as difficult as spending our lives running from it."* - Brene Brown
- *"I'm always perpetually out of my comfort zone."* - Tory Burch
- *"If you can't go straight ahead, you go around the corner."* - Cher
- *"If you don't get out of the box you've been raised in, you won't understand how much bigger the world is."* - Angelina Jolie
- *"Everyone shines, given the right lighting."* - Susan Cain
- *"You can't be that kid standing at the top of the waterslide, overthinking it. You have to go down the chute."* - Tina Fey
- *"We do not need magic to change the world, we carry all the power we need inside ourselves already: we have the power to imagine better."* - J.K. Rowling

**NOTES:**