



**NAWBO[®] 2018 Handbook
for
NAWBO[®] Chapter Leaders**



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Introduction

The purpose of this handbook is to provide an overview of the various National initiatives and goals for 2018 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 for 2018!

Executive Summary

2108 NAWBO Priorities:

- Amplify NAWBO's presence in the WBO ecosystem organically and strategically
- Continue to assist chapters on implementing their One Page Business Plan (Star 1) to improve retention by enhancing and increasing member engagement (Star 2), provide leadership and business development (Star 3), and manage the chapter with fiscal responsibility (Star 4).
- Expand the NAWBO Virtual Chapter, Honorary Memberships, and Student Membership Categories
- Expand and populate the Institute for Entrepreneurial Development Virtual Environment with engaging content and continue to educate members on the value and possibilities it offers
- Increase visibility in Washington DC and spread a call to action for NAWBO members to engage in public policy
- Strengthen international partnerships by sending outbound delegations and hosting incoming delegations from sister organizations

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 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/ 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 my 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

- NAWBO members own businesses for an average of 10 years.
- 24% of NAWBO members have businesses that generate more than \$1 million in revenue annually (compared to the national average of 4% of all women-owned businesses).
- 66% of NAWBO members report having one or more full-time employees.
- Professional, scientific and technical service industries capture the highest percentage of NAWBO members at 22%.
- Top 3 business challenges for NAWBO members are cash flow (29%), business expansion (40%) and marketing (46%).
- NAWBO members are more educated than the average business owner—close to 50% hold a graduate college degree or certification.

Women Business Owner Statistics

Women-Owned Businesses in the United States

- As of January 2017, there are an estimated 11.6 million women-owned businesses according to the 2017 State of Women-Owned Businesses Report.
- Women-owned firms (50% or more female owned) employ nearly 9 million workers and generate more than \$1.7 trillion in annual revenues.
- Today, women are majority owners of 39% of businesses in the U.S.
- Over the past 20 years (1997–2017), the number of women-owned businesses has grown 114% compared to the overall national growth rate of 44% for all businesses.

Businesses Owned by Minority Women

- As of 2017, minorities accounted for 46% of all women-owned businesses, employing nearly 5.5 million and generating \$361 billion in revenues.

Statistics cited are from the 2017 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 web-conferences 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.

Our board members can meet other women business owners from across the U.S. with some incredible success stories and valuable ideas and insights. They see first-hand how a non-profit board works, including politics, influence, consensus-building and, of course, decision-making. They quickly understand that serving as a board member is about more than showing up at meetings. They are handpicked because of the unique talent and expertise they bring to the table, and we capitalize on this during the time they serve.

As NAWBO sets out this next year to achieve great things, from rolling out a brand-new online mentoring program to our members, to growing our membership and member benefits to even greater levels, we hope more talented women leaders will consider how they might contribute to a cause they're passionate about, whether that's women business owners, 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 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 2018 Goals and Initiatives

Going forward in 2018, NAWBO will continue to make improvements while keeping the spirit of the mission and integrity of the organization in tack.

Organization Growth

NAWBO will continue Membership Engagement/Diversity Outreach plans to enhance and develop partnerships with like-minded companies and will expand NAWBO member categories to build a diverse membership base. In the effort to increase member retention, members will be engaged with relevant/forward-thinking content and programming at the local and national level.

- The second phase of the national digital media campaign will unfold to retain new members and attract influential sponsors.
- Build established members through the honorary membership to include, working with Goldman Sachs and Tory Burch Foundation
- Continue a focused effort to build relationships with our affiliate organization outreach program.
- The virtual community will be connected through multiple avenues to increase WBO's connectivity and enhance NAWBO's online and build on Communications and Technology platforms (Social Media, Website Engagement, etc.) This will include a virtual mastermind groups (Peer to Peer mentoring) component
- Continue to build NAWBO's awards program to honor women doing amazing work across the country, including introducing sponsored awards from national partners
- Further engage with the Edward Lowe Foundation by providing a mastermind platform to past chapter presidents to keep them engaged and assist in a deep dive back into their business after a year or two of service

Advocacy Growth

NAWBO will continue to expand visibility in Washington DC and increase the call to action for NAWBO members to engage in public policy. During the year, members will have multiple opportunities to learn and engage in advocacy initiatives with NAWBO and advocacy partners.



- Leadership will continue to work closely with both political parties and the National Women's Business Council as it relates to research and services and policy recommendations for WBO's.
- Chapters will have resources to expand on their advocacy strategies and be involved in monthly chapter advocacy director calls for chapter board members to be more engaged at the local level.
- NAWBO National will continue to host its annual Advocacy Day and Academy for Public Service to encourage more NAWBO members to be involved in the democratic process at all levels of government.

Educational Growth

The NAWBO Institute for Entrepreneurial Development

Through the NAWBO Institute for Entrepreneurial Development 501c (3), NAWBO can provide business tools, resources and online business classes specifically developed for Entrepreneurs desiring to scale their businesses.

- In 2018, the NAWBO Circle program will expand for WBO's that have exceeded the \$1Mill revenue threshold, allowing them national connectivity, peer to peer mentoring and special educational content designed for large sized businesses.
- The virtual environment is open to NAWBO membership. NAWBO invites all WBO's around the country and world to use this platform to learn, communicate, network and support each other. NAWBO is working with members and partners to build and populate the virtual resource center.

Working with SBA and other entities to attain additional programing and instruction on government contracting as well as Corporate supplier diversity programs included in this space to both assist WBO's with process and provide them with opportunities.

- Babson College is partnering with NAWBO to develop curriculum for women business owners who are dedicated to scaling their business and reaching a million in revenues. There will be 5 segments to complete and enrollment will be open to WBO's around the world.
- Cornell University is partnering with NAWBO Institute for Entrepreneurial Development to offer NAWBO members discounted rates on the Women in Leadership Cornell Certificate Program, a 5-course online program created just for women leaders.

2018 Public Policy Agenda

NAWBO will continue to pursue a public policy agenda that positions NAWBO at the forefront of issues that impact our members while continuing to increase our visibility and credibility with elected officials, agency personnel, peer organizations and members of the media. 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.

Moving into 2018, we will continue to work with the SBA and other agencies 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 start new businesses and successfully grow existing ones. For continual growth of our nation's economy, it is critical for Congress to focus on supporting established 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 the key to growing and sustaining businesses. We will 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.

Government Contracting and Disparity Studies

NAWBO strongly 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

The massive increase in Federal regulations impacting the business and the accompanying uncertainty this generates has a harmful effect on the U.S. economy by dampening business investment, growth and job creation. NAWBO supports legislative efforts to require federal agencies that tailor new regulations to impose the least cost necessary to achieve policy goals set by Congress. 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 reform process.

Taxes

NAWBO supports efforts to make the tax code more supportive of small business owners.

Simplification - The complicated nature of the tax code can lead to misunderstandings and confusion. Many small business owners lack the resources to understand or use certain deductions in order to generate cash back into their company. Having a simplified tax code that benefits small businesses instead of creating a disparity of penalization that occurs because we cannot afford a host of tax attorneys to save us as much money as possible so we can support our growth, is the key to helping small businesses scale their growth and not fail due to their growth.



Lower Rates - Another key is lowering rates for small business owners regardless of how they are structured. Small businesses need to have a lower rate of tax so we can focus on investing in our companies. Many small business owners pay everyone and everything first and look to see what is left in the end. Our 2017 NAWBO membership survey reveals that more than a third (35.33%) of women business owners who responded work between 40-49 hours a week, more than half (53.43%) have carried business costs on a personal credit card and nearly one third (32.29%) have never given themselves a raise. Lowering taxes and incentivizing small business ownership can increase jobs and support the continued growth of small businesses.

Permanency - The final key would be making these tax cuts permanent. For too many years, expiring tax policies have been merely extended temporarily. Small business owners need more certainty and consistency so they can make plans to grow and scale their businesses.

By lowering the tax rates on all business owners and offering a simpler, more permanent tax code, we can encourage more small business owners to reinvest in their businesses and their communities.

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.

Public Policy Initiatives 2018

NAWBO Membership Survey: The results of our annual survey will be released in the first quarter and 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: NAWBO Issue Council 2018

The idea is to allow more of our NAWBO experts to share their knowledge and weigh-in with the staff and elected officials on Capitol Hill and within the current Administration, through letters, testimonies, etc. and by sharing their expertise to expand NAWBO's influence.

- The four councils – taxes and regulation; technology; procurement and disparity studies; and workforce issues (which will include items like healthcare, pensions, etc.)
- The bulk of the council work takes place via email with an occasional conference call so hopefully not a lot of time will be consumed.

Public Policy Engagement

- Actively promote our white paper on the 30th anniversary of H.R. 5050
- Develop and strengthen key relationships with legislators and White House Administration
- Host Day on the Hill in June 19 to provide National Board members, chapter public policy leaders, and members opportunities to interact with leaders on the Capitol Hill and the SBA
- Host NAWBO Academy of Public Service in June to allow NAWBO members the opportunity to feel empowered and prepared to pursue their plans for public service
- 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



2018 Communication Strategy

In 2018, 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 Communication Channels

- **NAWBO Member News:** Weekly newsletter from NAWBO National to all members sent each Thursday containing events, announcements, partner news and calls for nominations.
- **Smart Brief:** released each Wednesday with pertinent news about the women's business community and includes one NAWBO National news submission
- **NAWBO ONE:** E-publication with a distribution list of over 25,000 and sent to your inbox and posted on the website the second Wednesday of every month to offer resources and tools to maximize your NAWBO membership and grow your business. The 2018 editorial calendar and submission guidelines are posted on the NAWBO National website
- **Chapter Leader Newsletter:** E-publication for all chapter leaders to receive the tools, resources, best practices and share chapter accolades

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 website
- Local, National, Global news

Chapter and Member News:

- Submit your news to 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 your:

- Email Communication
- Web site
- 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 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:

- E-mail subscribes
- 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 2018 Hosted by NAWBO (WBC)

WBC 2018: Live Well, Work Well

September 23- 25, 2018 at The Davenport Grand, Autograph Collection

NAWBO's National Women's Business Conference (WBC) in Spokane, Washington (September 23-25, with the Annual Membership Meeting on the 23th and the WBC the 24th - 25th) 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 "Work Well, Live Well." As women entrepreneurs, our lives are a journey, never a destination. We run successful businesses and households, give back to our communities, advocate for causes we care most about and nurture other life passions. We are constantly focusing, refocusing, pushing, pausing, inventing, reinventing, stretching and balancing—and growing every step of the way along the many paths we take. Join your NAWBO community as we brace this exciting journey together to "work well, live well"!

About the City

This year's National Women's Business Conference is being held in Spokane, Washington—named "All-America City" three times by the National Civic League. Spokane is in the heart of the Inland Northwest and the second most populous city in Washington State. It's the region's major business hub, particularly for service industries, wholesale and retail trade, medical industries, education and entertainment. Also, Spokane's motto "Near nature, near perfect" says it all. It is a prime location for outdoor adventures as well as urban outings. The area offers everything from hiking, fishing and skiing to world-class performances and exhibits, wineries and breweries and athletics.

About the Venue

This year's conference venue is The Davenport Grand, Autograph Collection. This stylish hotel is beautifully appointed with contemporary essentials, spacious work areas and striking decor. Catch breathtaking views of Riverfront Park from the scenic rooftop terrace or explore celebrated downtown attractions, including INB Performing Arts Center, Centennial Trail and Spokane Convention Center. The best of Spokane is within easy reach.

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 31st!

Register: <https://www.nawbo.org/events/national-womens-business-conference-2018>

Note: We will be having our NAWBO Awards Gala on the evening of Tuesday, September 25th.

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 \$425 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.



National Program- NAWBO Circle

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 & activities at the Women's Business Conference (WBC)
- Meet & 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 Day on the Hill in DC
- 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 2017/2018 program year:

- January 19, 2018, Circle Retreat, Las Vegas, Nevada (optional personal branding photo session appointments on January 18 and 20th)
- April 13-14, 2018, Circle Retreat and special invitation to FCEM international guests' reception in New York, NY
- June 19, 2018, Public Policy Day on the Hill, Washington DC
- September 23-25, 2018 National Women's Business Conference in Spokane, Washington

The annual fee to join the Circle is \$2,500. This includes tickets to the WBC and both 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



Membership Strategy and Initiatives

NAWBO National Membership Goals for 2018:

- Increase membership by 10%
- Increase retention from 63% to 68% (ultimate goal is to maintain 70% retention)
- Increase Spring Membership Drive Recruitment by 10%
- Increase Fall Membership Drive Recruitment by 10%

Local Chapter Membership Goals for 2018:

Each local chapter will use the One Page Business Plan to help outline specific chapter goals as it relates to membership, educational programs and budget. The 5 Star Healthy Chapter plan is a tool to help chapters track progress each year based on the key factors of running a successful chapter.

We will recognize chapters at the 2018 Annual Conference that have completed Star 4- Fiscal Overview. The PASC will work with each chapter to stay on track with the 5 Star Healthy Chapter Plan.

2018 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 grow 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 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
- Review and support Star 4 of the 5 Star Chapter Plan for Fiscal Overview
- Monthly Membership Connect calls to support and connect chapter leaders

National Membership Engagement Initiatives

1. Digital Welcome E-mail: membership logo, video message and links to Affinity Program
2. Member Orientation Webinar: live once a quarter with recording link in the Digital Welcome e-mail
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 member employees, and family members
6. eLearning Series: once a quarter to supplement chapter education program
7. Virtual Connect and Learn: 2nd Thursday of every month to supplement chapter education program
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
10. Member Anniversary Video Message prior to the renewal process
11. Leadership Development Training: twice a year for the Eastern and Western region. Launched 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: Spokane, WA, September 24-25
13. Increase membership attendance at the Annual Membership meeting, September 23, Spokane, WA

Membership Growth Strategy with Regional Events- Best Practices

Sample Timeline for Dinner Meeting

First Committee Member (5:15-6:00) – 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 for Committee Members

Outline of Program

Split the networking time between 2 volunteers/committee members. During the networking time prior to the dinner (5:30 pm - 6:00 pm), 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 pm) 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 table cloth and make sure the Administrator takes the banner, table cloth, 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 table cloth for a different event.



NOTE: Presenters have been 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 please feel free to 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
 - 5K members, 60 Chapters
 - Continually advocate for WBO’s (9.1 million in US)
- WBC in Spokane for September 2018

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 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 hi-light WHY NAWBO would be a good fit. Please make sure to hi-light 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). We 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 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, 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 info to review 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 or directors.



Membership Campaigns

Fall Membership Drive (September 1- October 31) - \$25 discount on New Member Initiation fee, \$25 reinstatement fee waived. Top three chapters that recruit the most members based on chapter size will draw three members to be on the national web site for member spotlights.

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- December 31)- \$25 restatement fee is waived

Better Together (July 1- August 31) - Every member that refers a member and joins receives \$25 off the conference registration. This campaign is to increase awareness of the WBC and encourage the NAWBO members to refer WBO's to join and help increase attendance for the WBC.

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 2nd 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 dsnyder@nawbo.org.

eLearning Series: The webinars take place once a quarter and provide cutting-edge tools and solutions for business.

Affinity Program

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>.



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.

FCA Chrysler/FIAT

A vehicle is an integral part of someone's business and that's why FCA US LLC (formerly Chrysler Group) is offering NAWBO members, family members in the same home and employees a \$500 cash allowance on the purchase or lease of most Chrysler, Dodge, FIAT®, Jeep® and Ram® models. Depending on the model, beneficiaries can choose from one of the following On the Job incentives: 2 years (8 changes) no-extra-charge oil changes, or up to \$1,000 up fit, or graphic allowance. *The \$500 cash allowance can be combined with most national and local offers; the savings stack up quickly.

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

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.

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 ProfNetSM (55% OFF)
- Discount on Basic Multimedia Distribution (40% OFF)
- Discount on Basic Multimedia New Release (25% OFF)

Sage Payment Solutions

NAWBO has partnered with Sage Payment Solutions to bring your business more ways to accept and process credit and debit card payment at discounted member rates. Sage provides the highest level of security and superior high-touch technical and financial phone support. When you work with Sage, you'll work with a company that advocates making your business life easier with solutions like:

- Full Suite of Products: Accept multiple forms of payment, including credit/debit cards, electronic checks, Check 21, gift and loyalty cards and recurring payments.
- Payment and Software Integration: Take payments from any device that automatically reconciles into your ledger—eliminating manual data entry.
- Payment Consolidation: Manage your entire payments environment in a single online location accessible via a browser and optimized for a tablet.
- Mobility: Make sales and take payments on a smart phone, tablet or laptop.

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.



Enterprising Women Magazine

Enterprising Women magazine's dynamic Advisory Board with more than 170 top women business leaders share their best practices with our readers to help them grow their businesses. Subscribe today and enjoy special NAWBO savings! Enjoy three free months of our digital edition and receive our print edition for just \$15 per year (a 25% discount for NAWBO members)! Or enjoy a one-year subscription to both our print and digital issues for just \$22 per year! Subscribe today and join the dynamic Enterprising Women community with the resources you need to GROW your business!

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**®

360 Coverage Pros Powered by Gallagher

NAWBO members now have access to valuable business insurance programs and cyber security compliance tools. Members experience a quick and easy online application process and can receive insurance coverage for Business Owners Policy, General Liability, Property, Professional Liability, or Data Breach and Cyber Liability insurance products specially designed for NAWBO members. Also, NAWBO members receive 20% discount on Data Breach & Compliance certification and \$200 off a Data Breach and Cyber Risk Assessment. Programs and discounts available through Gallagher Affinity's 360 Coverage Pros online platform, and Customer Care Agents are on call to help members apply or answer any coverage questions.

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 growing with 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
- 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 most when it comes to working on content to help education women business owners 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 the 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 policy 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 Programs that have strong corporate partner ecosystem: i.e. 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 which 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
- 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 10 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 60 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

Honorary Membership *NEW CATEGORY

In an effort to further increase our brand and visibility within the business community and beyond, we created a new NAWBO membership level – Honorary Membership. We will bestow the title of “Honorary NAWBO Member” upon the WBO’s that have been recognized with the specific program or awards listed below. This will encourage high caliber women to engage with the NAWBO community and potentially their peers. In recognition of their award, they will receive a complimentary 1st year membership with no benefits or discounts beyond the title of NAWBO member.

- **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 would identify the WBO’s that graduate from the program.
- **EY Entrepreneurial Winning Women:** The EY Entrepreneurial Winning Women™ is a national competition and executive leadership program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale. We reach out the winners and finalists for this award.
- **Enterprising Women:** The Enterprising Women of the Year Awards recognizes the finest women entrepreneurs in North America and beyond and is 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.
- **Inc. Magazine:** The Inc. 5000 list is made of the fastest growing companies in the United States. Although not all of the companies are owned by women, it is a great source for potential members.
- **Tory Burch Foundation:** Drawing on their experiences and on conversations with business women from around the world, the Tory Burch Foundation has developed programs and initiatives that invest in the success and sustainability of women-owned small businesses by providing:
 - **Access to Capital**
 - Capital program with Bank of America offering access to affordable loans through Community Lenders.
 - **Entrepreneurial Education**
 - Partnership with Goldman Sachs’s *10,000 Small Businesses* program provides women small-business owners with business and management education.
 - **Mentoring and Networking Opportunities**
 - Foundation offers opportunities for women to network with business leaders and other entrepreneurs seeking to grow and scale their enterprises.

Implementation Process for Honorary Membership

- Each NAWBO chapter will have up to one honorary membership they can provide annually
- NAWBO will email the chapters providing an overview of the honorary membership program by the second week of January
- The chapters will receive a list of the honorary members based on the members’ locations

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 of 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 roundtable programs already established

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

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 2nd 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

***Effective January 1, 2018 the monthly installment will increase. This will ONLY impact members joining AFTER January 1, 2018.**

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 access to 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.

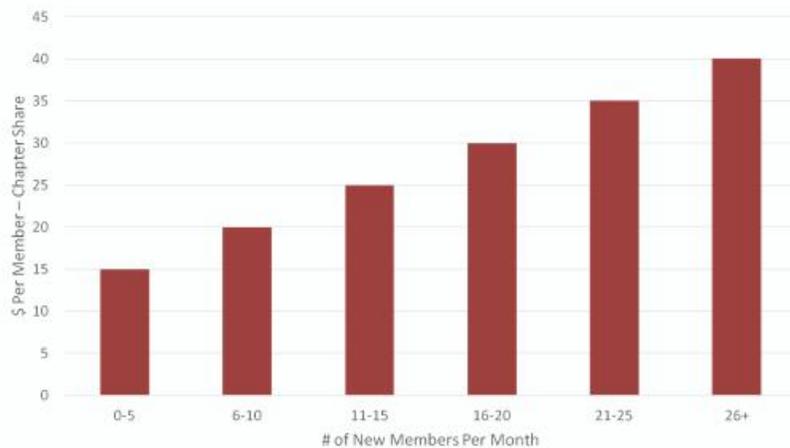
Membership Category	Monthly Dues	Annual Dues	Chapter Rebate
Premier	\$39.95	\$360	\$18/mo. or \$156/yr.
Introductory	\$29.95	\$240	\$13/mo. or \$96/yr.
Supporting	\$39.95	\$480	\$18mo/\$216/yr.

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.



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 for our new members to receive information in a timely manner. Also, the chapter does not need to take up limited resources to report members who have joined locally. An overview of the payment process is below.

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

Change from Annual to Monthly or Membership Class

Contact accounting@nawbo.org. While AA is capable of allowing members to cancel their active invoice we currently don't allow this as it could have an impact on our membership dues revenue budgeting. 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 would be off. **If they opt to reinstate** at a different level, the new membership period would be January 1, 2017 thru either 1/31/2017 or 12/31/2017 (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, 30 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 e-mails are sent out on the 1st business day of the month.
- Membership Exit Survey e-mail 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 27th 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

Notes about membership

- Dues are non-refundable
- Membership starts on the first day of any given month
- Retired members must apply via web form, have sold their business, and have been a member for 5 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



NAWBO Payment Authorization Form for Membership Dues

As a duly authorized account holder on the financial institution account identified below, I authorize NAWBO to perform scheduled or periodic electronic funds transfer debits and/or credits from my account identified below for payments due or when applicable, apply electronic funds transfer credits to the same. This applies to any electronic payment. For accounting purposes, all electronic debits will be reflected in the monthly bank statement that corresponds with the financial institution account identified below.

NAWBO offers both monthly and annual payment options. Please select your preferred option. *Set it and Forget it!*

Please charge my account monthly.

I prefer to pay 12 months in advance.

Credit Card Payments

For your convenience NAWBO accepts the following credit cards: **Visa, MasterCard, Discover and American Express**

Account #: _____

Expiration Date: _____ CV2 Code: _____ ZIP Code: _____

Apply Payments until Date: _____

I understand and authorize all of the above as evidenced by my signature below.

Authorizing Signature: _____

Date: _____

Print Name: _____

Please return form to accounting@nawbo.org or fax to 202-403-3788. Credit card payments are processed on the first of each month. If you should have any questions please contact Suzanne Harmony at accounting@nawbo.org. You may update your account information at any time by logging on to www.nawbo.org and selecting Reoccurring Payments Options.

Chapter Rebate Reports

- Chapters are sent rebate reports once a month on the 15th of each month
- Payments are sent to chapters via ACH transfer
- E-mails are sent to Chapter President, Treasurer, President-Elect, and those designated to receive the reports in the Chapter Administrator section of the national website

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

***Note:** If you change banks please contact Joyce Lee at jlee@nawbo.org

Sample Rebate Report

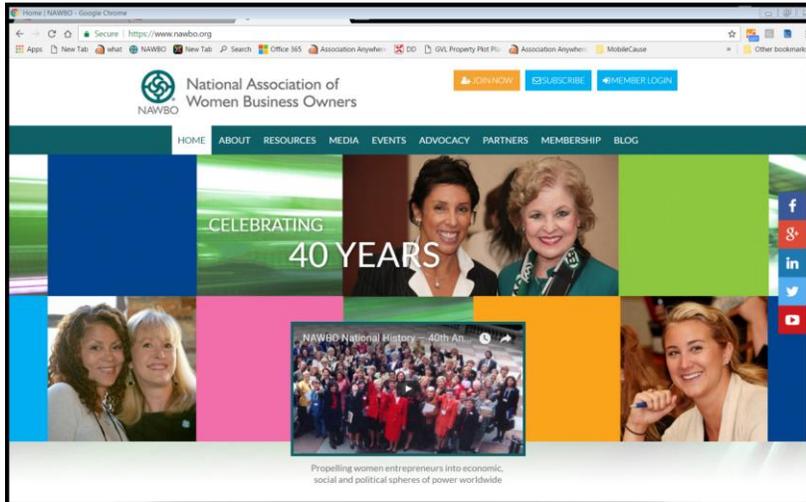
CHAPTER
NAME

Cust omer ID	Last Nam e	First Name	Class	Subclass	Order Type	Order Method	Join Date	Paid Through	Transaction Date	Total Amount s	Initiatio n Fee	Total
			INTRO	Member - Annual	NEW	WEB	11/1/2016	10/31/2017	12/1/2016	\$-96	-15.00	- 111.0 0
			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	12/1/2016	\$-13	-15.00	-28.00
			PREM	Member - Monthly	NEW	WEB	12/1/2016	12/31/2016	12/15/2016	\$-13	-15.00	-28.00
			INTRO	Member - Annual	REINSTAT E	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
			INTRO	Member - Monthly	RENEW	MANUAL	3/1/2015	12/31/2016	12/28/2016	\$-8		-8.00

Trouble Shooting the Joining Process

Trouble shooting the joining process for those individuals that have already set up their profile.

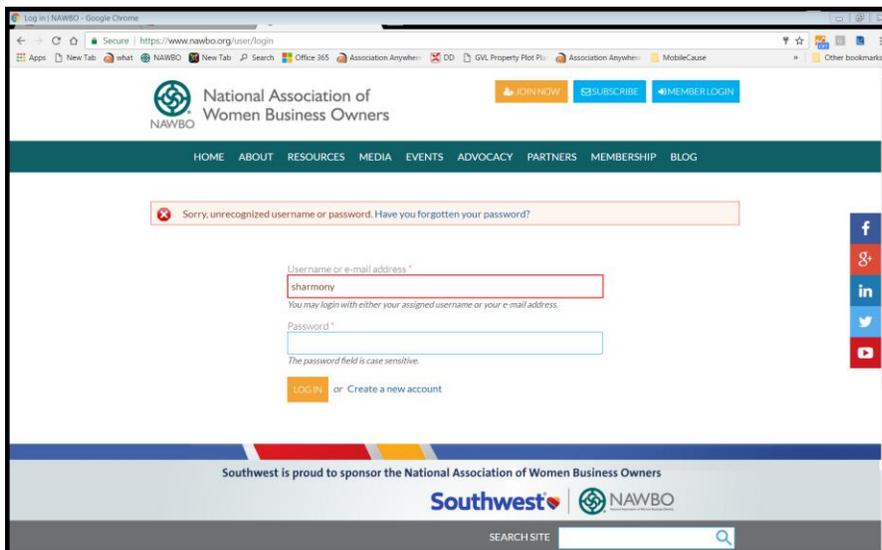
1. Go to www.nawbo.org, select the link JOIN NOW (Yellow box on top right)



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

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

https://online.nawbo.org/nawbossa/saauthmain.forget_password

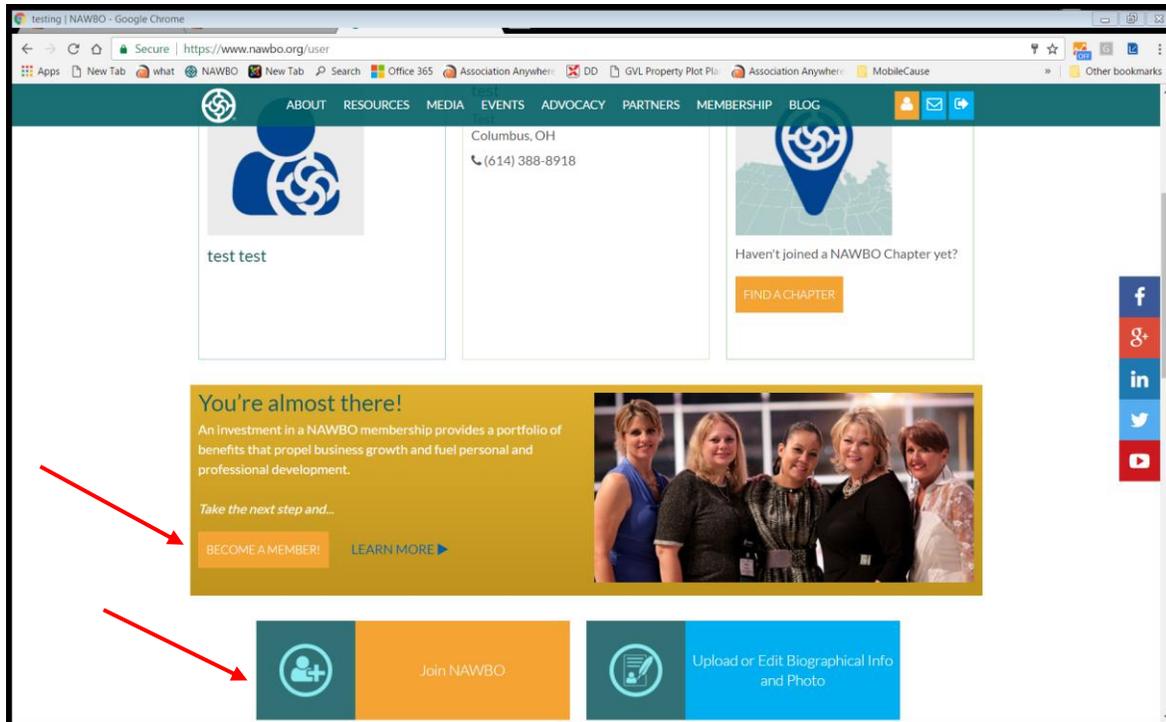


Their password will be sent to the email address that is on file.

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.

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 Reoccurring Payments?

- Login to www.nawbo.org and you will see a link “Reoccurring 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.

Annual Awards Program

Annual Membership Meeting Chapter Awards:

Winners of the chapter awards will be recognized at the Annual Membership Meeting on Sunday, September 23, 2018.

- **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 4 during 2018

Gala Awards: Gala Awards will be presented at the National Women’s Business Conference at the Closing Gala on Tuesday, September 25, 2018 in Spokane, Washington.

- **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.

“No Small Thing” Video Contest: This contest centers on National Small Business Week, which is held annually in May. Each submission should be 2-minutes or less highlighting the “one thing that has contributed most to your success as a small business.” The video competition is open to any WBO (members and non-members) that actively runs a small business.

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

The 5 Star Healthy Chapter Program is in action across all NAWBO chapters in order to provide a clear roadmap for chapters to create goals and actions plans for growing a healthy, thriving chapter! This plan is a simple and effective way to keep your board and committee clear on their objectives and activities, and serves as an ideal tool for transitioning boards without losing the progress made from year to year.

Like a “5 Star Rating” for hotels and other professional services, chapters can earn their 5 Star rating by completing one star each year.

Star 1 - One Page Business Plan: The first star achieved is the completion and approval of the One Page Business Plan, which covers all areas of successful chapters (Membership, Programs, Finances, and Advocacy/Public Policy). Following are the best practices regarding how to get started with the OPBP:

- Draft OPBP for your chapter
- Review OPBP with your Presidents Assembly Liaison and the National Director of Membership
- Share draft with your team: discuss, fine tune, and finalize
- Share plan with membership
- Monitor implementation monthly; review quarterly with your Board

Creating plans by committee is problematic (too many cooks in the kitchen). The process moves more effectively and efficiently if the leader creates a draft and then brings it to the group to discuss, debate, refine and come to agreement.

The OPBP recommends this process for Chapter Presidents:

1. Begin drafting plans immediately. Should have 1st draft in 90 minutes. (Point, Click, Plan! online software makes it very easy to create draft)
2. Partner with Board member (President-Elect or Immediate Past President) for support, brainstorming and accountability.
3. Schedule one-hour meeting and use meeting to share, learn and brainstorm. Commit to update plan within 48 hours of meeting.
4. Schedule 2nd meeting one week later to review progress, share ideas and get feedback.
5. Meet with key chapter leaders to present OPBP as a DRAFT, not a completed plan. Have open, honest dialog on OPBP; refine plan to reflect new ideas and decisions.
6. Have 2nd meeting by end of month to finalize plan.

Star 2 – Membership Recruitment & Engagement:

For Star 2, you will use the same online system that was used for Star 1, and will be able to track your progress monthly by utilizing the scorecard feature.

****You must achieve your 1st Star before moving to Star 2 and resubmit your updated One Page Business Plan annually to keep your 1st Star.*

- Recruitment goals and activities should be focused on the number of new members you plan to bring into your chapter over the next year and the activities you will use make that happen.
- Engagement goals should be easy to track and actionable items that your chapter plans to execute in efforts to reach, connect, and engage membership with NAWBO leadership and chapter activities.

Examples:

- Membership chair calling all new members within the first two weeks of joining to invite them to the next event
- Announcing new members at each luncheon
- Holding a monthly member spotlight in your chapter newsletter
- Having board members call every member once a month by phone to invite to an event and share NAWBO news, etc.

You can create a REAL focus on achieving Recruiting and Retention Goals in 2018 by using the Scorecard Feature in the OPBP System.

- Each objective that you list on your OPBP has a Scorecard, click on the Objective to open it
- Creating a Scorecard takes 2 minutes, just fill in the blanks
- Calendarize the objectives by month
- Next step is to write a Mini Plan in the Scorecard Comments bucket. This is where the Recruiting Team can write their plan for achieving the Recruiting or Retention Goals. The key to this process is to have the team (or designated committee chair or board member) log into the system each month and input the results...and then use the Scorecard Comments feature to explain why they were successful... And if not successful, what is the corrective action?

Recommended Process

1. Assign a point person in your chapter to oversee the management of the One Page Business Plan template for Star 2 (so you have one person keeping track of the updates).
2. Log in to our One Page Business Plan and access the Membership recruitment/engagement objective from your initial plan. This is where you create the Scorecard, calendar the Objective by month and write your Mini Plan in the Scorecard Comments section.
3. Point person schedules one-hour meeting to share, learn, and brainstorm. Commit to update plan within 48 hours of meeting. Be sure to involve your Membership Chair and President-Elect for support, brainstorming, and accountability.
4. Schedule 2nd meeting one week later to review progress and share ideas, get feedback. Have open, honest dialog on, refine plan to reflect new ideas and decisions.
5. Enter and Finalize plan (it might take three meetings). This is ideally done within the first quarter of your board year to set the plan in motion for the rest of the year.

Approval Process

Approval process is similar to Star 1. Having your Membership Objective expanded through the Scorecard feature will also start your eligibility for your Membership Star.

- The initial Membership Star 2 plan should be completed early in the board year so that board members and committee have a clear plan and monthly action items to follow and report on.
- PASC team will review your plan and provide feedback for potential edits.
- Enter any edits onto the online plan and notify the National Membership Director.
- Plan will be approved.
- The 2nd Star for Membership will be granted at the end of the board year upon the chapter president submitting the progress report created by the One Page Business Plan system showing the activities the board took action on throughout the year.

Star 3 – Education & Programming: Begin planning by identifying a programming objective.

****To earn Star 3, the following criteria must be met: Update Star 1 and Star 2*

To Create Star 3: Define and enter into the OPBP system a programming Objective, which we suggest be to increase overall program attendance by a percentage or number of people.

1. In the scorecard for that objective, track the following:
 - a. In section 1 (the data scorecard), track the number of attendance to all programs monthly
 - b. In section 2 (the notes), at the top, write a comment which should be an outline of why this is important, how to measure it, and who is responsible so that anyone who reads it, should understand what to do, and why & how to do it.
 - c. Also in section 2 (notes) for each event make note of the following:
 - i. Date, time, location:
 - ii. Topic:
 - iii. Member attendance:
 - iv. Non-member attendance:

Approval: The process is the same as Star 2.

*****Note:** Please allow two weeks to coordinate a call with your PASC team member for approval of plan and for review of final progress report.

Star 4 – Fiscal Responsibility: Each chapter needs to be using a budget, and measuring against that budget to guide financial decisions and ensure they are running a fiscally healthy chapter.

To earn Star 4, the following criteria must be met:

- 1) Chapters must submit their board approved budget to Megan Patton at mpatton@odastrategy.com
- 2) Chapters must submit actual vs. budget financials no later than 30 days after the end of each quarter. Updates are due January 31st, April 30th and July 31st, 2018
- 3) Update the One Page Business Plan with at least one financial objective. Use the scorecard graph and comments to track progress monthly.

Approval Process:

Meet deadlines for submitting budgets and updated financials. Track financial objectives monthly using the scorecard graph and comments. Ensure Stars 1-3 are updated. All activity on Star 4 must be **completed no later than July 31st for recognition at the 2018 Women’s’ Business Conference.**

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 Suzanne Harmony for the application – sharmony@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 leadership development trainings are presented on the East and West coast providing location options for the chapter leaders to attend. 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.

In 2018, we added Track 2 for Professional and Personal Leadership Development. This provides an opportunity for members to connect twice a year regionally. In addition, this will develop potential future chapter leaders.

*****Note: Please visit the web site for the most up to date agenda and information regarding LDT**

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 June to June – if not adjust according to annual 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

Check List of New President On-Boarding

Your First 90 Days as a NAWBO Chapter President

If you have administrative support or an Executive Director, delegate the appropriate items. This is to get you started, please add your own! We recommend that some of these action items be assigned to other Board members with a deadline as to when the assignment will be complete.

Getting on Board

- Review local and national vision and mission statements along with the National Strategic Plan
- Review financial data: budget, financial statements, audits (if appropriate), and IRS filings
- Meet with the immediate past president
- Meet with the Executive Director or administrative support. The ED will help with board meeting logistics and preparation
- Meet with the ED to understand any current issues that may affect the chapter
- Begin a calendar of upcoming events, board meetings, national conferences, & regional retreats

- Read the information on how to plan a strategic planning retreat and the strategic planning process on the Chapter Resource Center
- Confirm a facilitator for the retreat
- Set the date and schedule a location for the retreat
- Familiarize yourself with the national bylaws, local bylaws, and policies
- Familiarize yourself with what is on nawbo.org and your local chapter website
- Familiarize yourself with Roberts Rules of Order
- Be sure you understand all local and national processes and how to use them to achieve results
*For example - How to access the Chapter Resource Center and when the PASC calls are held
- Make sure ALL your local meetings and the national meetings are on your calendar
- Submit the names of your local board to the local newspaper
- Order new business cards for the board members
- Continue Directors and Officers Liability coverage

Build the Team and Communicate

- Set up a meeting with each member of your board to hear their vision and buy-in to the goals and plans set forth in your chapter's One Page Business Plan
- Have each board member send you a letter with their vision for the chapter and how they will be participating in upholding the One Page Business Plan
- Have ALL board members complete a Conflict of Interest form, review and sign
- Submit names of board members to the national office
- Update your roster and designation of chapter leaders on the National website (How you categorize the roles determines which email notices each leader receives from National)
- Respond to voicemail on the same day; email within one working day
- Determine your role in reviewing and forwarding key communications and set up e-mail groups
- Review the limits of email as a communication tool within your chapter culture

Lead the Change

- Review the annual board education process, hold a board orientation, and distribute a board manual to each board member
- Create a development plan for your board

Focus on Service

- Identify and meet with key customers, corporate partners, political affiliates, and community alliance partners
- Form a network of other Chapter Presidents to share best practices and give each other support

To add to your yearly calendar:

- Quarterly review of the Strategic Plan
- Midyear retreat
- Attend National Women's Business Conference
- Attend at least one Leadership Development Training
- Attend President's Installation Ceremony in Washington, DC (usually in conjunction with NAWBO Advocacy day on Capitol Hill)



Additional Chapter Support & Expert Advisors:

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

If your chapter is experiencing conflict, the first step is to articulate the situation so we can best help you. The request for support can be found here: <https://www.nawbo.org/webform/chapter-support-request-questionnaire>

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 Chapter Size calls:

- February 15 Chapter Connect
- March 15 Chapter Connect
- April 19 Chapter Connect
- May 17 Chapter Connect
- June 21 Chapter Connect
- July 19 Chapter Connect
- August 16 Chapter Connect
- September 20 Chapter Connect
- October 18 Chapter Connect
- November 15 Chapter Connect

PASC (President Assembly Team)

Jennifer Brand – Chair, Chicago jbransom@brandsolutionsgroup.com
Karen Bennetts – Chair-elect Charlotte karen@littleredbird.com
Mary Cravets, Immediate Past Chair, Central Coast California mary@marycravets.com
Michele Schina – Philadelphia michele@tmsii.com
Sophie Wade – NYC sophie.wade@flexcelnetwork.com
Joanne Tica Steiger – Indianapolis joanne@certifiedimpact.com
Julie Ayers - Charlotte julieayers@lbahs.com
Anne Freedman - Miami anne@speakoutinc.com
Henrietta Pepper – Kentucky hp@pepperltd.com
Sandra Clitter – Philadelphia sclitter@yourtechtamer.com
Lisa Coppola – Buffalo/Niagara lcoppola@lisa-coppola.com
Lydia Chicles – Orlando Lydia@boldtech.com
Deborah Snyder- Los Angeles/National Director of Membership dsnyder@nawbo.org

PASC Team Chapter Size Representatives

Large Chapters (100+): Michelle Schina, Sophie Wade, and Karen Bennetts
Medium Chapters (60 up to 99): Karen Bennetts, Julie Ayers, Joanne Tica Steiger, and Lydia Chicles
Small Chapters (25 up to 59): Anne Freedman, Henrietta Pepper, Lisa Coppola, and Sandy Clitter

NAWBO Chapter Micro sites & Content Management System (CMS)

NAWBO did a complete overhaul of the national website in 2014-2015. Chapters have the option of using NAWBO branded chapter micro site templates. Currently 20+ chapters are participating.

NAWBO Chapters Using Micro Sites

- | | | |
|-------------------|----------------------|------------------------|
| 1. NRN New Mexico | 8. San Francisco | 16. *Kansas City |
| 2. Chicago | 9. Greater DC | 17. *Phoenix |
| 3. California | 10. St. Louis | 18. *Sacramento Valley |
| 4. Salt Lake City | 11. Houston | 19. *Philadelphia |
| 5. Baltimore | 12. Atlanta | 20. *Orlando |
| 6. Minnesota | 13. San Diego | 21. *Delaware |
| 7. Los Angeles | 14. Dallas/Ft. Worth | |
| | 15. *Santa Barbara | <i>*In Progress</i> |

Process

Chapters that have contacted us receive the User Agreement, image best practices and migration check list. Once the agreement has been signed and returned, we start the content migration for those chapters that don't have staff or a web developer to assist them. It takes between 2-6 weeks to migrate all of the content depending on how much content is moved over to the microsite. Agreement is sent to NAWBO Chair for signature then uploaded to the chapter record in Association Anywhere.

Note: J Chun will work with our chapter leaders and fees may apply depending upon the support needed to launch the site. The contact information for J is listed at the end of this section.

Website Migration Checklist

- If the chapter doesn't have videos, national will include NAWBO video files until the chapter has their own. The same process is in place for the Blog or other content.
- Hero carousel video is not editable by chapters.
- NAWBO will include member spotlights of any chapter members that we have on file.
- Partner pages need to include brief description.
- Images need to be in correct size format – see below for details.
- Image library of all chapter and national files is available for everyone's use.
- Tri-pillar content – If chapter has a signature event they would like to highlight on the home page or initiatives – see www.nawbo.org/chicago for sample

New Site Page	Content Needed for Page	Content Details
Home Page	<ul style="list-style-type: none"> • Main Video • Featured Events • Newsletter • Member Spotlight • Video's Panel <ul style="list-style-type: none"> • At least 3 additional videos • 2 Initiatives Teaser • Tri-pillar content if chapter has 	<ul style="list-style-type: none"> • Hero Carousel 1586 x 500 • Sponsor Banner Ads 1586 x 150 • Main Video (YouTube or Vimeo) • 2 Featured Events • 2 Members to Spotlight • Featured Newsletter Image 200 x 200 • 3 Videos for 'A Strong Unified Voice' • 2 Featured initiatives (Under Real Professional

	initiatives they want to highlight	Growth) <ul style="list-style-type: none"> Featured Partners with Logo (Minimum 4) (190 x 190)
Our Vision & Mission	<ul style="list-style-type: none"> About your local Chapter Vision & Mission Statement At least 1 image 	Image (190 x 190)

Drupal based, hosted by SSI (System Solutions Inc.) and managed with Cloud Features and 24x7 support.

- VMware Enterprise Edition 100% Uptime/High Availability, RAID 10 iSCSI SAN Redundant servers
- Secure Firewall & DOS protection SAS 70 Type II, SSAE 16 SOC 1 & SOC 2 audited facilities
- Audited for HIPAA & PCI DSS Compliance Complete cloud server disaster recovery - See more at: <http://www.systemsolutionsdevelopment.com/services/hosting-and-deployment/hosting/#sthash.SniocuVE.dpuf>

Sample CHAPTER MICROSITE USER AGREEMENT

This Chapter Microsite Use Agreement (this “Agreement”) is entered into as of the ____ day of _____, _____ (the “Effective Date”) by and between _____ (“Chapter”) and the National Association of Women Business Owners (“NAWBO”).

Now, therefore, in consideration of the mutual agreement hereinafter contained, it is agreed between these parties as follows:

ARTICLE I

TERMS OF USE

1. Chapter Microsite. NAWBO shall make available to Chapter certain website templates, logos, information, button links, text links, and/or other graphic, textual, or web material (“NAWBO Materials”) as determined by NAWBO for display and use on the Chapter’s individually maintained website (the “Chapter Microsite”).

2. Use of NAWBO Materials. As a condition of using the NAWBO Materials, Chapter’s use and display of NAWBO Materials on the Chapter Microsite shall conform to the following terms, conditions and specifications:

- a. Chapter shall not alter, add to, subtract from, or otherwise modify the NAWBO Materials as they are prepared by NAWBO without prior written consent.
- b. Chapter shall delete any posting if NAWBO determines, in its sole discretion, that a posting is objectionable.

3. Ownership. NAWBO retains all right, ownership, and interest in the NAWBO Materials, and in any copyright, trademark, or other intellectual property in the NAWBO Materials. Nothing in this Agreement shall be construed to grant Chapter any rights, ownership or interest in the NAWBO Materials, or in the underlying intellectual property, other than the rights to use the NAWBO Materials granted under the Agreement.

4. Termination. Either party shall have the right to terminate this Agreement for any reason upon thirty (30) days' notice to the other party. In addition, notwithstanding the foregoing, NAWBO may terminate this Agreement immediately upon notice for cause. For purposes hereof, "cause" shall mean the following; (a) any breach of this Agreement by Chapter, (b) any violation of any law, rule or regulation applicable to Chapter, (c) as determined by NAWBO, any act or omission which harms or may harm the name, reputation or goodwill of NAWBO or any of its directors, officers, employees, members or affiliates; or (d) Chapter is insolvent, makes an assignment for the benefit of creditors, files or has filed against it a bankruptcy petition (and such petition is not being contested in good faith) or has a trustee or receiver appointed to control or supervise all or any substantial part of its assets or business. Promptly upon notice of termination, and in any event within three (3) business days following termination, Chapter shall promptly remove any NAWBO Materials from its Chapter Microsite and NAWBO shall remove any link to the Chapter Microsite.

5. Non-Disparagement. During the term of this Agreement and thereafter, Chapter shall take no action which would reasonably be expected to harm NAWBO or its reputation or which would reasonably be expected to lead to unwanted or unfavorable publicity of NAWBO. Chapter shall not make any disparaging comments about NAWBO, its officers, members, directors, or current and former employees, including but not limited to any comments that impugn the character, acumen, or abilities of any individual or entity connected to NAWBO's operations.

6. Binding Agreement; No Third-Party Rights. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors, designees and permitted assigns. Nothing in this Agreement, express or implied, is intended or shall be construed to confer upon any person (other than the parties hereto and their respective successors, designees or permitted assigns) any right, remedy or claim under or by reason of this Agreement.

7. No Assignment. Except as otherwise specified herein, neither party shall assign or transfer any interest in or obligation under this Agreement without the prior written consent of the other party.

8. Disclaimer of Warranty; Limitation on Damages. NAWBO MAKES NO REPRESENTATION OR WARRANTY OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING,



BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY, WORKMANSHIP AND FITNESS FOR A PARTICULAR PURPOSE. UNDER NO CIRCUMSTANCES, WHETHER BASED ON A THEORY OF TORT, CONTRACT, OR ANY OTHER LEGAL THEORY, SHALL NAWBO BE RESPONSIBLE FOR INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES (INCLUDING, BUT NOT LIMITED TO, LOST PROFITS AND LOSSES CAUSED BY BUSINESS INTERRUPTION) ARISING FROM OR IN CONNECTION WITH THE USE OR INABILITY TO USE THE MICROSITE, THE NAWBO MATERIALS OR ANY OTHER SITE, SERVICE OR PRODUCT MENTIONED OR RECOMMENDED BY NAWBO OR ITS OFFICERS, DIRECTORS OR MEMBERS. Without limiting the foregoing, NAWBO is not responsible for any outages or malfunctions of the Microsite or any other site or service mentioned by or recommended by NAWBO, and it does not warrant the availability or functionality thereof, nor is it responsible for any defects in any such site, service or product or in the NAWBO Materials.

9. Indemnification. Chapter shall indemnify, defend and hold harmless NAWBO and its officers, members, directors, employees from any losses, claims, damages, lawsuits, actions, complaints, or other costs, including attorneys' fees, arising out of or caused by (a) Chapter's use of NAWBO Materials on its Chapter Microsite; (b) any breach of this Agreement by the Chapter and (c) any acts or omissions by Chapter or any of its officers, directors or members.

10. Governing Law. This Agreement shall be governed by the laws of the State of California.

11. Headings. The captions and section numbers shall not be considered in any way to affect the interpretation of this Agreement.

12. Construction. This Agreement shall not be construed with resort to any presumption against the preparer or maker hereof.

13. Attorneys' Fees. If either party institutes an action or proceeding against the other relating to the provisions of this Agreement or any default hereunder, the unsuccessful party to such action or proceeding will reimburse the successful party therein for the reasonable expenses of attorneys' fees and disbursements incurred by the successful party related to such an action or proceeding.

14. Severability. If any clause or provision of this Agreement is illegal, invalid or unenforceable under any present or future law, the remainder of this Agreement will not be affected thereby. It is the intention of the parties that if any such provision is held to be illegal, invalid or unenforceable, there will be added in lieu thereof a provision as similar in terms to such provision as is possible and be legal, valid and enforceable.

15. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the



same instrument. Any counterpart executed and delivered by facsimile or electronic transmission shall have the same force and effect as an original.

16. Notice. Wherever any notice of other communication is required or permitted hereunder, such notice or other communication shall be in writing and shall be delivered by hand (with signature confirmation of receipt), by nationally-recognized overnight express delivery service or by U.S. registered or certified mail, return receipt requested, postage prepaid, to the addresses set out below or at such other addresses as are specified by written notice delivered in accordance herewith:

If to NAWBO:

NAWBO
c/o _____
601 Pennsylvania Avenue NW
South Building, Suite 900
Washington, DC 20004

If to Chapter:

Such notices shall be deemed received (a) on the date of delivery, if delivered by hand or overnight express delivery service; (b) on the date indicated on the return receipt if mailed; or (c) on the date of transmission, if sent by fax machine.

17. Conflict Waiver. The parties acknowledge and agree that the law firm of Frost Todd Brown has represented NAWBO in the preparation and negotiation of this Agreement. The parties have been advised that their interests may be opposed and accordingly Chapter has been advised to retain separate counsel. Chapter has retained separate counsel or has knowingly waived its right to separate counsel.

18. Entire Agreement. This Agreement represents the entire and integrated agreement between NAWBO and the Chapter with respect to the subject matter hereof and supersedes all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by written instrument signed by each of the parties hereto.

IN WITNESS WHEREOF, the undersigned have executed this Agreement as of the Effective Date.

NAWBO

By: _____ Chair
Chapter Name: _____



Printed Name: _____

Signature of Chapter Leader: _____

Send completed form to J Chun jchun@techonsite.com 310.736.8800

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 community 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 with 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 on purpose.
- 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!)

Guideline 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 & CP 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
 5. 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 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.

Member Spotlight: Judy O'Higgins

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 - 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 14th.

In January, we have not only another dynamic speaker, Debbie Allen, 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 3 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 size, 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, DC.

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 2018 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 a 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 someone 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 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 9.1 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. In NAWBO, every new member has a vision, a voice, and place to share.

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 100% 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 NAWBO provides are easy to access and relevant to the current 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 Library - Chapter Resource Center Table of Contents

Administrative Documents

Sample Agreements:

- Sample Facilitator Independent Contractor

Sample Documents:

- Chapter Administrator Job Description
- Chapter Executive Director Job Description
- Sample Monthly Task Chapter Administrator

Board and Governance

Board Communications Guideline:

- Electronic Communications Guideline
- NAWBO Social Media Policy

Board Nominations

Nominations & Elections:

- Board Installation Script
- Call for Officer Nominations
- Executive Officer Policy and Procedure
- Nominating Consent Form
- Sample Ballot

Board Roles and Committee Development

Volunteer Roles:

- Role - Corporate Partners
- Role -Community Affairs
- Role of Advocacy Committee Lead
- Role of IPP
- Role of Marketing
- Role of Membership
- Role of President Elect
- Role of President
- Role of Professional Development

- Role of Professional Development
- Role of Treasurer
- Role-Board Strategy and Development

Sample Forms and Process:

- Board Evaluation Forms
- Board of Directors and Elections
- How to discipline or terminate a BOD
- NAWBO Board Member criteria
- NAWBO Sample Committee Form
- Professional Development Committee at Educational Speaker Series Events
- Sample Committee Meeting Minutes

Chapter Governance Samples:

- AZ Corporation Commission Disclosure Phoenix
- AZ Whistleblower Policy Phoenix
- Chapter Bylaws Template 7c001 (font logo rev)
- Code of Ethics Phoenix
- Conflict of Interest Phoenix
- Conflict of Interest Statement - NAWBO Indy
- Electronic Communication Policy Indianapolis
- Merchandise Sales Indianapolis
- NAWBO Iowa Bylaws Vote--October 2014
- Photography Policy Indianapolis
- Policy and Procedures Indianapolis
- Policy and Procedures Phoenix

New Board Orientation:

- Board Orientation Sample Agenda
- Board Service Commitment
- Chapter Board Manual Suggestions
- Simplified Roberts Rules of Order Overview

Policies:

- Board of Directors Expectations
- Conflict of Interest Policy and Affidavit
- D and O Insurance
- NAWBO Policy and Procedure Manual Draft 2017
- Roberts Rules of Order

Sample Board Meeting Templates:

- Sample Board meeting agenda

- Sample Board minutes template
- Sample Committee report

Communications

Marketing Material Samples:

- 2018 Membership Brochure
- Marketing policies and procedures
- Marketing technology
- National Chapter Communications Guidelines
- NAWBO Brand Style Guide
- NAWBO Communications Submission Guidelines
- NAWBO Philadelphia Info graphic
- NAWBO Video Channel Library
- Video Making Tips

Chapter Toolkits

2015 Toolkit:

- Board Leadership Toolkit
- Corporate Partners Toolkit
- Public Policy Toolkit
- The Value of NAWBO Membership Toolkit
- WBC 2018 Chapter Toolkit

Star 1- Planning

- 5 Star Healthy Chapter Program Star 1
- One Page Plan Tips
- OPBP Interactive Worksheet part 2
- Sample Chapter One Page Plan
- Tips for Planning Strategic Planning Retreats

Star 2- Membership

Chapter Samples:

- Local Chapter Member-only Benefits San Francisco
- Membership Welcome Sample Email Indianapolis
- NAWBO - DC Chapter Membership Committee flyer
- NAWBO Sample New Member Challenge
- NAWBO-CA Membership Drive IDEAS 2014
- NAWBO – Indianapolis Membership Packet_2014-15
- NAWBO - Indy Membership Survey
- NAWBO –Indy Retention Program
- Sample Membership Report from Iowa

Membership Recruitment:

- High Profile Potential Member Intro Letter
- Membership Recruitment and Retention Process Overview
- Recruiting Members
- Webinar Membership Recruitment FINAL

Member ROI:

- Examples of Membership Value and Benefits

Membership:

- 2018 Application
- Chapter Template for NAWBO Roundtable Programs 011416
- Membership Procedures 2015
- OPBP Manual for Star 2 Scorecards
- Star 2 - Membership Overview
- Star 2 Membership and Retention using Scorecard System

Membership Best Practices:

- NAWBO Membership Best Practices 2015
- NAWBO Membership Best Practices WBC

Membership Engagement:

- How to Engage Members
- NAWBO Chapter Strategic Communication and Membership Plan
- New Member Orientation Tips

PowerPoint Templates:

- NAWBO Membership Training for Chapter Leaders PowerPoint
- Why NAWBO National PowerPoint

Star 3 – Education and Development

Sample Event Contracts:

- Sample Event Agenda
- Sample Event Run of Show
- Sample Request for Proposal for Facilitator for Leaders

Sample Policies for Events:

- Merchandise Sales Policy
- Photography Policy
- Professional Development Committee Policy and Procedures
- SAMPLE Gala policies and procedures
- Sample Programs Committee Policy and Procedures

Star 3 Appendix - Education and Fundraising

Star 4- Fiscal Responsibilities and Partnerships

Affiliate Partnerships:

- Sample Strategic Partnership Agreement
- Strategic Alliance Form NAWBO Houston

Corporate Partnerships:

- Corporate Partner Agreement Form
- Corporate Partner Relations Committee Policy and Procedures
- CP On boarding
- Creating an Effective Corporate Partner Program
- Sample Corporate Partner Letter
- Sample Fiscal Sponsorship Agreement between the NAWBO Chapter a 501
- Sample Thank You Corporate Partner Letter

Chapter Sample Corporate Prospectus:

- Iowa Chapter Partner Packet
- Los Angeles Chapter Partner
- NAWBO - Atlanta Corp Partner Proposal Template
- NAWBO Chicago 2015_AchievementLuncheon_SponsorOpportunities
- NAWBO-Indianapolis Corp. Partner Packet_2013-14
- NAWBO-Indy Corporate Partnership
- San Francisco Corp Sponsorships

Sample Chapter Financials:

- Sample Balance Sheet
- Sample Budget
- Sample Finance Committee Policy and Procedures
- Sample Profit and Loss
- Sample Resolution for Bank Accounts

Sample Forms and Templates:

- Budget Template_v4
- Credit Card Processing Form
- Credit Card Processing Form
- Sample Strategic Partnership Agreement

Star 4 Appendix- Fiscal Responsibility

Star 5- Advocacy

- Advocacy Committee



- Sample Letter to Representative Joy to review
- Star 5 Appendix Advocacy

2018 NAWBO ONE EDITORIAL CALENDAR

For questions or submissions, e-mail publications@nawbo.org

January

THEME: Movers & Shakers

Possible Topics: Shipping, transportation, etc.

Submission deadline: Wednesday, January 3

Publication date: Wednesday, January 10

February

THEME: On the Money

Possible Topics: Financial trends, cash flow, etc.

Submission deadline: Wednesday, February 7

Publication date: Wednesday, February 14

March

THEME: Legally Speaking

Possible Topics: Legal, HR, etc.

Submission deadline: Wednesday, March 7

Publication date: Wednesday, March 14

April

THEME: Taking Flight

Possible Topics: International business & travel, etc.

Submission deadline: Wednesday, April 4

Publication date: Wednesday, April 11

May

THEME: Next Level

Possible Topics: Business & succession planning, next-level growth, etc.

Submission deadline: Wednesday, May 2

Publication date: Wednesday, May 9

June

THEME: Expanding Your Access

Possible Topics: Loans, capital, etc.

Submission deadline: Wednesday, June 6

Publication date: Wednesday, June 13



July

THEME: Power Your Voice

Possible Topics: HR5050 anniversary, advocacy, government, etc.

Submission deadline: Thursday, July 5

Publication date: Wednesday, July 11

August

THEME: Time to Shine

Possible Topics: PR, branding, marketing, etc.

Submission deadline: Wednesday, August 1

Publication date: Wednesday, August 8

September

THEME: Certification Matters

Possible Topics: Certification resources, tips, member successes, etc.

Submission deadline: Wednesday, September 5

Publication date: Wednesday, September 12

October

THEME: Continuing the Conversation

Possible Topics: WBC2018 coverage, takeaways, stories on breakout topics, etc.

Submission deadline: Wednesday, October 3

Publication date: Wednesday, October 10

November

THEME: Safety Check

Possible Topics: Cyber security, technology, etc.

Submission deadline: Wednesday, November 7

Publication date: Wednesday, November 14

December

THEME: Year in Review

Possible Topics: Recaps NAWBO and its member's greatest moments throughout the year and gives tips/predictions for 2019

Submission deadline: Wednesday, December 5

Publication date: Wednesday, December 12

2018 NAWBO Calendar of Events

January 2018

- Jan 10 @ 12pm ET – VP of Membership Monthly Check-in Call
- Jan 11 @ 5pm ET – NAWBO Virtual Connect & Learn
- Jan 16 @ 12pm ET – Advocacy Webinar
- Jan 18 – Leadership Development Training
- Jan 19 – Circle Retreat
- Jan 25 @ 12pm ET – Chapter Connect Call/PASC

February 2018

- Feb 6 @ 4pm ET – Member Orientation
- Feb 8 @ 5pm ET – NAWBO Virtual Connect & Learn
- Feb 14 @ 12pm ET – VP of Membership Monthly Check-in Call
- Feb 15 @ 12pm ET – Chapter Connect Call/PASC
- Feb 20 @ 12pm ET – Public Policy Call
- Feb 22 @ 12pm ET – eLearning Series

March 2018

- March 1 – April 30 - Spring Membership Drive
- March 14 @ 12pm ET – WHY NAWBO?
- March 7 @ 12pm ET – VP of Membership Monthly Check-in Call
- March 8 @ 5pm ET – NAWBO Virtual Connect & Learn
- March 15 @ 12pm ET – Chapter Connect Call/PASC
- March 20 @ 12pm ET – Public Policy Webinar

April 2018

- April 11 @ 12pm ET – VP of Membership Monthly Check-in Call
- April 12 @ 5pm ET – NAWBO Virtual Connect & Learn
- April 11th NAWBO Institute Board Meeting 1-5
- April 12 FCEM Welcome Reception NYC
- April 13 FCEM World Committee and UN Visit
- April 14 FCEM World Committee and NAWBO Circle Retreat/ LDT in NYC
- April 17 @ 12pm ET – Public Policy Call
- April 19 @ 12pm ET – Chapter Connect Call/PASC
- April 26 – 28 Global Summit of Women in Sydney, Australia
- April 26 @ 12pm ET – Member Orientation
- April 30 – Spring Membership Drive ends

May 2018

- May 8 @ 12pm ET – WHY NAWBO?
- May 9 @ 12pm ET – VP of Membership Monthly Check-in Call



- May 10 @ 5pm ET – NAWBO Virtual Connect & Learn
- May 15 @12pm ET – Public Policy Webinar
- May 17 @ 12pm ET – Chapter Connect Call/PASC
- May 24 @ 12pm ET– eLearning Series

June 2018

- June 6 @ 12pm ET– WHY? NAWBO
- June 13 @ 12pm ET – VP of Membership Monthly Check-in Call
- June 14 @ 5pm ET – NAWBO Virtual Connect & Learn
- June 18 Board Installation & Chapter Presidents Training
- June 19 Advocacy Day on Capitol Hill – Washington DC
- June 20 NAWBO Academy of Public Service – Washington DC
- June 21 @ 12pm ET– Chapter Connect Call/PASC

July 2018 *Dark

- July 31 – Early Bird Pricing Ends for Women’s Business Conference

August 2018

- Aug 8 @ 12pm ET – VP of Membership Monthly Check-in Call
- Aug 9 @ 5pm ET – NAWBO Virtual Connect & Learn
- Aug 14 @12pm ET – Public Policy Webinar
- Aug 16 @ 12pm ET – Chapter Connect Call/PASC
- Aug 30 @ 12pm ET – eLearning Series

September 2018

- Sept 1-Oct 31 Fall Membership Drive
- Sept 1- Oct 15 Call to Nominations
- Sept 12 @ 12pm ET – VP of Membership Monthly Check-in Call
- Sept 13 @ 5pm ET – NAWBO Virtual Connect & Learn
- Sept 18 @12pm ET – Public Policy Call
- Sept 20 @12pm ET – Chapter Connect Call/PASC
- Sept 23 Annual Membership Meeting Spokane & Circle Retreat
- Sept 24-25 Women’s Business Conference Spokane – Davenport

October 2018

- Oct 2 @ 4pm ET – Member Orientation
- Oct 10 @ 12pm ET – VP of Membership Monthly Check-in Call
- Oct 11 @ 5pm ET – NAWBO Virtual Connect & Learn
- Oct 16 @12pm ET – Public Policy Webinar
- Oct 18 @ 12pm ET – Chapter Connect Call/PASC
- Oct 25 @ 12pm ET – eLearning Series
- Oct 31 Fall Membership Drive ends

November 2018

- Nov 7 @ 12pm ET – VP of Membership Monthly Check-in Call
- Nov 8 @ 5pm ET – NAWBO Virtual Connect & Learn
- Nov 15 @ 12pm ET – Chapter Connect Call/PASC
- Nov 20 @12pm ET – Public Policy Call
- 66th FCEM World Congress - Moscow, Russia

December 2018 *Dark

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

- *“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: