

**Plans to Grow NFBPWC Membership in 2019**  
**Outline Version 1**

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- Be a personal ambassador for NFBPWC
  - Commitments from each affiliate (VP of Membership or Membership Chair)
  - Encourage your members to participate:
    - Use their membership benefits
      - NFBPWC Showcase
      - The Business Network
      - Member Spotlight
      - Membership Directory
  - Write your testimonial
  - Record your testimonial
- Marketing
  - Utilize brochures
  - Utilize business cards
  - Advertisement in the 2019 Women's History Gazette (5"x6")
  - Increase social media presence
    - Create reciprocity with other organizations so that they share and tag posts.
    - Share our successes.
    - Make NFBPWC members part of the social media news.
    - Create and use hashtags.
    - Increase visibility by having constant presence through social media through a social media management platform.
      - Hootsuite? Another option (need to do research)
  - Postcards
    - Logo on one side and then put a line and address
      - Legislation issues
      - Thank you's
      - Congratulation letters/postcards to women in the community
  - Interest cards
    - Utilized at events
- Heritage Organizations
  - Create an onboarding process that is simple and works for BPW organizations that were formerly part of BPW USA.
  - Team for the project:
    - Nancy Werner, Pennsylvania
    - Linda Laitala, Minnesota
    - Deb Fischer, Colorado
    - Marsha Riibner-Cady, North Carolina
    - Barbara Bozeman, North Carolina
- Membership Onboarding
  - Create a process in which each affiliate, federation, and local organization (club/chapter) can notify the VP of Membership about a new member and immediately connect her to national and international.
  - Younger members want to be part of social change. They need to see that they are doing good in the community and the world. Create that opportunity for them.
- Meetings
  - Make meetings fun and interesting.
  - Do not "show all our cards" at meetings.
  - There is not need to "see behind the curtains" at your first meeting.
  - Hold planning meetings separately.
  - Consider having one or two events that identify your organization.