



The MEMBERSHIP DRIVE BLUEPRINT

An Effective Plan For Growing A Chapter

The purpose of this document is to provide Chapters with a template for conducting an effective campaign to grow its membership.

- **Step 1: Get the Chapter In Order:** The first step in conducting an effective membership drive is to work with your Area Director to ensure that all aspects of the Chapter are operating effectively.
- **Step 2: Set A Date:** The Chapter should earmark a regular meeting time for a special guest drive meeting. Take great care in choosing this date, i.e., give the Chapter plenty of lead time and avoid potential distractions (holidays) or conflicts.
- **Step 3: Determine A Program:** For this special open house, you will want to follow much of the regular Chapter program (i.e., start the meeting, read the charter, share information of *AmSpirit Business Connections*, allow guests to introduce themselves and have members introduce themselves). In lieu of Officer Reports and the Chapter Program, however, have members and Area Director of the Chapter conduct a program. This program should be a blend of something that adds value to the guests (perhaps some training on networking or a facilitation exercise) as well as providing information about *AmSpirit Business Connections* and what we do each week.
- **Step 4: Promote the Special Meeting:** Provide any and all local publications with a notice (similar to the one below) of the special open house event, essentially opening the event to anyone.

The [blank] Chapter of AmSpirit Business Connections will be having an open house on [date and time] at [location]. Any area business professional is invited to attend and meet other area business professionals. There is no charge for the event and the program will be [program name]. As seating is limited, please RSVP with the Chapter President, [President Name] at [contact information].

- **Step 5: Brainstorm Potential Invitees:** Everyone needs to commit to generating as many names (including addresses, phone numbers and e-mail addresses) as possible. Remember, this is a numbers game. As not everyone that you invite will attend, the more the Chapter invites the more attendees the meeting will have. It might be helpful to categorize the potential invitees in one or more ways, such as key targets, so-so targets, and unknowns.

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For more information, contact Frank Agin at (614) 476-5540, (888) 267-7474 or frankagin@amspirit.com.

- **Step 6: Contact Candidates:** Everyone in the Chapter needs to commit to contacting as many potential invitees as possible from the list. There are three ways of inviting guests: written letter, an e-mail or a verbal invitation. A member can use any or all of the three or any combination of them. Note, however, that the more personal the invitation, the greater the likelihood that the target will attend the meeting.

- **Letter:** Using letterhead from members' businesses, reproduce one of the two letters below or have the Chapter create its own language to invite guests.

Would you like to have a stream of new customers? Since the North High Chapter of *AmSpirit Business Connections* wants a _____ to complement our diverse group, please be my personal guest at a SPECIAL Introductory Meeting on Wednesday, June 20th at the Worthington Inn, 649 North High Street, 7:30A.M. sharp to learn how we can help. *AmSpirit Business Connections* is a select group of highly qualified men and women, one in each professional category, who join together for the primary purpose of exchanging qualified business referrals.

Members are the key to *AmSpirit Business Connections* success and receive an individual listing at www.amspirit.com. Please visit this exciting web site and preview the testimonials given by our members. In addition to my web listing, I am the only [Business Category] in my Chapter and am scheduled on a regular basis to speak about my services. This teaches fellow members how to act as my "sales force" and give me more business.

Bring your business cards and plan to spend a minute or two telling us about your business. Because seating is limited, we ask that you RSVP with our Chapter President, [President's Name] at [Contact Information].

Or

This is my personal invitation to attend the Reynoldsburg Chapter of *AmSpirit Business Connections* on Tuesday morning at 7:30 a.m. at Edward Jones Investments (1704 Brice Road).

AmSpirit Business Connections is a national organization whose function is to establish chapters of highly qualified men and women for the primary purpose of assisting each other to generate new and additional business by exchanging qualified business referrals.

AmSpirit Business Connections is unique, however, in that it only allows one person per profession to join each chapter. Thus once you have joined, none of your competitors can participate in the chapter. The Reynoldsburg Chapter is currently looking for a _____ to whom it can refer business.

I would like to personally invite you to learn more about *AmSpirit Business Connections* and how it can provide you with a steady source of referral business. Please note that seating is limited so please RSVP by contacting our Chapter President, [President's name] at [Contact Information].

- **E-mail:** Another approach is to take bits and pieces from the above letters and create an e-mail message to invite prospects to the special meeting.

- **Verbal Invitation:** A final means of inviting guest is to make a verbal invitation to prospects either in person or over the telephone. Below is an outline along with scripts that members can use to build an effective invitation.

§ Opening Statement (Choose One):

- I am a member of a professional networking group; or
- The [blank] Chapter of *AmSpirit Business Connections* is a business referral group; or,
- I am associated with a group of other professionals called *AmSpirit Business Connections*.

§ Body Statement (Select One or More):

- We meet weekly for about an hour to exchange qualified business referrals; or
- The meetings are organized to provide a professional environment for helping each other grow our businesses; or,
- The meetings provide a structured way to work on expanding our business each week.

§ Credibility Statement (Select One or More):

- The [blank] Chapter has about # members, with only one in each business category; or
- About X% of my business comes from referrals I get from this group; or,
- In the [blank] Chapter the members are very committed to each other and are generating lots of referrals, business and excitement.

§ Closing Statement (Choose One):

- Why don't you visit? We are looking for a [business category] to refer our clients. Our next meeting is this [day of the week]; or,
 - We meet every week at [time and location] – please come as my guest; or,
 - Why don't you visit and find out how it can help grow your business? Our meeting is this [day of week].
- **Step 7: Confirmation Calls:** Depending on how and when an invitation is made, members should consider making a reminder or confirmation call. For example, if letters are sent, the member should consider calling the prospect to determine whether or not the letter was received and then attempt to solicit a confirmation for their attendance. Obviously with e-mail, the invitee can and may likely respond easily. Nevertheless, even if they do RSVP, the member might consider calling to remind them of the meeting a few days before.
 - **Step 8: Arrive Early:** On the day of the meeting, ALL Chapter members (as well as the Area Director) should commit to arriving early so the room can be arranged and guests appropriately greeted.

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- **Step 9: Execute The Meeting:** This is show time. The Chapter needs to put its best foot forward and make a compelling case for getting involved in *AmSpirit Business Connections* by showing them the value of the Chapter (i.e., referrals, testimonials and success stories) rather than simply soliciting their membership.
- **Step 10: Follow Up With Attendees:** Every guest must receive follow up contact from at least one member of the Chapter (in addition to the person inviting the individual). This contact is best made via a telephone call or personal visit, although an e-mail or hand written notes are also useful. Whatever the means of contacting them be sure to: (1) Offer to answer any questions about the Chapter or the organization; and (2) Encourage them to return again, if they are a fit for the Chapter. For guests that cannot join because their category is closed in the Chapter, refer them to the Area Director.

IMPORTANT NOTE: LIKE ANY PROGRAM, THE RESULT A CHAPTER ACHIEVES WITH THE MEMBERSHIP DRIVE BLUEPRINT IS DIRECTLY RELATED TO HOW EFFECTIVELY IT EXECUTES EACH STEP OF THE PLAN.