

AFWA Chapter Roundtable Discussion Questions & Notes

FROM THE 2019 WOMEN WHO COUNT NATIONAL CONFERENCE

RECRUITMENT: “Selling your chapter – the power of ONE!”

Discussion Questions

- Imagine if every member could recruit one new member... the power of ONE!
- What are the some of the main benefits that we can discuss with potential new members to promote AFWA membership?
 - Local Chapter – Know your benefits so you can sell your chapter (“Stump Speech”)
 - How can we promote these benefits more efficiently?
- Does your chapter have multiple active social media sites? Are your local members sharing pictures/links to events?
 - Each chapter could potentially have their own: Website, Facebook, Instagram, Twitter, LinkedIn....
- Does anyone at the table have a successful recruitment tactic you would like to share, ex. A membership event, a communication piece, or a specific plan?
- Are you communicating on a regular basis with members and potential members?
 - Do you maintain a list?

RECRUITMENT BREAKOUT SESSION NOTES:

1. AFWA values connections and networking we have... we need to make sure we are conveying this to guests and new members.
2. Always follow up. Have two members reach out, it pushes them to join.
3. Follow up around 2 months before membership is going to expire.
4. Keep track of who is not attending meetings regularly, and try to check in with them, invite them personally. Make it a very personal.
5. Mix people up at dinners/luncheons, make sure your chapter is all including everyone.

FUNDRAISING: “Ask without fear.”

Discussion Questions:

- Every member has an impact on the chapters ability to raise money... what can YOU do to promote fundraising for your chapter?
- How do you get started? OUTREACH! Contact your local firms and businesses to promote AFWA.

- Do you have a sponsorship package you share with local companies?
- What is a successful fundraising event hosted by your chapter and/or outside your chapter?
- How can you increase member engagement in volunteering to work fundraising events?

FUNRAISING BREAKOUT SESSION NOTES:

1. Everyone is doing something different, there are a lot of ideas to be shared
2. Meeting sponsorships – local businesses partnering and putting up some costs to go towards dinner/luncheon costs to reduce costs for attendees. Can pitch first 5 minutes. *working well in Atlanta! Big increase in attendance because not as expensive!
3. Passive revenue
 - a. Too many activities can be overwhelming -- try more ideas with Kenda Scott, or other pop up boutiques to show up and get an amount back for the sales without having to do so much hard physical work yourself.
4. Family/community dine nights; restaurant gives a percentage of proceeds back to AFWA that night! (ex: Canes, Chipotle, B-Dubs etc.)
5. Amazon Smile – can give some back
6. Couples Outings!! A lot of people enjoy activities like this. Ex) wine tastings –try to find some donations, tickets around \$40 per couple
7. Small conferences for chapters -- they raise so much money, but it needs to be simplified. Chapters need a guide for small local “conferences”.

PROGRAMMING: “Think outside the box!”

Discussion Questions:

- New and creative ways to engage your members
 - Meet and Greet at a local entertainment venue
 - Book Club
 - Online meeting instead of in-person meeting
 - Wine tasting event
 - Local festivals and markets
 - What else?
- What is your favorite/most successful program from previous years?
- It is important for chapters to balance different types of events.... What are some ideas for...?
 - Fundraising events
 - Social events
 - CPE events
- Is your chapter being conscious of what events their members are wanting to participate in?

- Surveys are great ways to keep member engagement alive and see what events are the most popular among members!
- Does your chapter have a programming calendar? Is it updated regularly?
- Are events being promoted on social media to invite non-members? This is key!

PROGRAMMING BREAKOUT SESSION NOTES:

1. Location
 - a. Try different locations to see which would work best for your members
 - b. Additional costs, look at places that might have free parking to reduce additional costs to participants
 - c. Community rooms i.e. chamber of commerce, coffee shops.
2. Types of Events:
 - a. Mixing the type up the events during the year between social and CPE education
 - b. Social Networking events
 - c. Invite other local organizations i.e. Women Lawyers, Risk Management, Insurance Companies
3. How to get speakers:
 - a. Inquire of local businesses, i.e. insurance companies, bankers, lawyers, etc.
 - b. Ask speakers you have heard and met at other seminars
 - c. Microsoft store provides Office trainings
4. Bring your family events!

RETENTION: “Do stuff that matters.”

Discussion Questions:

- Review & discuss “10 Tips for Enhancing Member Engagement” handout.
 - How can your chapter implement these ideas in the upcoming year?
- Member Onboarding -- what processes have worked for your chapter?
- How can your chapter implement a Mentoring Processes in 2020?
- Satisfied members are our best ads.
 - “Work just as hard to keep a member as you do to find a new one”
 - Is your chapter continuing events and programs that are favored by members?
- Has your chapter implemented a plan to track member non-renewals and why?
 - Why are we losing members?
 - Is it a lack of events? Lack of communication?
- The cost to retain a member vs. recruit a new member

RETENTION BREAKOUT SESSION NOTES:

Young members – how do we retain?

- a. Having a subchapter/subcommittee for young professionals – let THEM run it. Gives them leadership opportunities.
- b. Book clubs.
- c. Virtual chapters.
- d. Older members mentoring younger members – career advice, leadership
- e. Recruit using different social media networks
- f. Differentiate meetings/events dates and times -- morning, afternoon, and evenings! Try to have different options to draw more people in!
- g. IF you need help, ASK! If you see someone not participating, ASK them to get connected!

VOLUNTEERING: “Succession planning is replacement planning!”

Discussion Questions:

- You don’t have to be **THE** leader to be **A** leader....
 - What are some best practices for delegating roles and responsibilities within your local chapter?
- Be proactive with succession planning
 - Encourage leadership potential
 - Manage leadership transitions
 - Be the mentor you wish you had – help prepare another member to assume your roles and responsibilities in the future! Give them opportunities to grow as a leader!
- Does your chapter have an up-to-date description of the duties and responsibilities for each officer position?
- How can you avoid one person controlling the chapter?

VOLUNTEERING BREAKOUT SESSION NOTES:

1. “Gathering around the table” during meetings and important discussions really helps to spread responsibilities
2. Share responsibilities -- share new ideas even when it’s not your position!
3. Surveys are great to see how things are going!
4. Local leadership
 - a. reach out to members on a personal level
 - b. discuss local positions, volunteer and leadership opportunities, etc.
 - c. Help your members get plugged in.

LEAP: “Ensuring the voice of emerging leaders.”

Guided Questions:

- Be a part of the LEAP Advisory Council
- Does your chapter have a LEAP chair on the Board?
- The importance of young professionals in chapters
 - By 2020, 55% of the workforce will be comprised of millennials!
- How are you engaging with young professionals in your community?
 - Student night
 - LEAP specific events, CPE or networking
 - Mentorship programs
- How does your chapter recruit for young professionals?
 - LEAP membership challenges
 - LEAP spotlights in chapters (Social media, newsletters)

LEAP BREAKOUT SESSION NOTES:

1. Who are young professionals?
 - students AND young adults in the workplace.
 - Programming is going to look different for these groups!
2. Financial literacy and life lessons webinar for students from the perspective of a more experienced AFWA member!
3. The power of networking with a recruiter
4. CEO panels -- how you grow yourself from THEIR perspective
5. Professor support - find a reliable and invested professor and you will see huge growth.

COMPETITION: “Be the organization members want to join!”

Guided Questions:

- What other professional organizations are you a member of?
- Within your local markets, what are the other groups you hear of professionals joining?

- What are some of the valuable benefits offered by other organizations?
- Name something that you hear of other organizations doing well. (ex. A membership benefit, event, volunteer opportunity, partnership, promotion...)
- What does AFWA offer that these other organizations do not?
 - (i.e. what does AFWA do well)
- Use your inner circle. Ask your chapter members what other groups they are a member of. What information can you get from them about benefits, membership, and sponsors?
- Is competition friend or foe? Is there an opportunity for partnership?
 - Sponsorship, benefit share, joint meetings, speakers...

COMPETITION BREAKOUT SESSION NOTES:

1. What do WE do that other associations don't? What differentiates us?
 - a. AFWA offers so many intangible benefits – the personal connections we have here are rare -- AFWA is a TRIBE.
2. Share your passion of AFWA for others:
 - a. "I know if I need anything at all, personally or professionally, that I will have someone there for me both locally and nationally. You can't find that anywhere else".
3. Create an elevator pitch for selling AFWA membership and always have it with you! Be eager and ready to share it!

AFWA NATIONAL

AFWA NATIONALS BREAKOUT SESSION NOTES:

1. Have a set place on AFWA main website where all chapters can put their chapter information
 - a. Allows for information about events to be accessible to all chapters nationally
2. Continue national outreach
3. Go over the website with the new members
 - a. Make sure they know where to find important information and how to access all their benefits!
4. Maintain a list of events (education, volunteer, fundraising etc.) that other chapters are doing, so that planning committees can plan different events!

COMMUNICATION

1. Always put on a good face to give AFWA the best reputation possible
2. Always communicate VALUE of AFWA Membership
3. Social media – continue outreach. Each chapter/network should have their own social media platform (Facebook, Instagram, Twitter)
4. Try to have quarterly/monthly newsletters with your local chapter! Helps for outreach of membership locally.
5. Develop local processes on how to follow up with guests – share that with other members!
6. Importance of having communicators within the chapters – recruiters are very valuable in chapters. Ex) professors!