Kick Start YOUR Local
and
Increase Membership!!!
Why are you participating in this webinar presentation?

What do you want / need to know when the presentation is completed?

Are you ready to drive change in your organization? Why?

What does success look like to you? Your members?
### Understanding the Membership Category Transition

#### Yesterday’s limitations …

<table>
<thead>
<tr>
<th>Membership Category Prior to July 2007</th>
<th>Nat’l Dues Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member</td>
<td>$ 55</td>
</tr>
<tr>
<td>Member at Large</td>
<td>$ 110**</td>
</tr>
<tr>
<td>Student</td>
<td>$ 18</td>
</tr>
<tr>
<td>Student at Large</td>
<td>$ 30**</td>
</tr>
<tr>
<td>New</td>
<td></td>
</tr>
<tr>
<td>New</td>
<td></td>
</tr>
<tr>
<td>Corporate Member</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

#### Today’s possibilities …

<table>
<thead>
<tr>
<th>Membership Category After July 2007</th>
<th>Nat’l Dues Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member (affiliated with a LO)</td>
<td>$ 60</td>
</tr>
<tr>
<td>Member (not affiliated with a LO)</td>
<td>$ 95**</td>
</tr>
<tr>
<td>Student</td>
<td>$ 21**</td>
</tr>
<tr>
<td>e-Member (No governance participation)</td>
<td>$ 75</td>
</tr>
<tr>
<td>e-Affiliate (no governance participation)</td>
<td>$ 55</td>
</tr>
<tr>
<td>Corporate Member</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

** Prior to July 2007 a portion of these dues was returned to the state that the member resided in or designated. Since 2007 convention this is no longer the policy. BPW/USA retains the entire portion ($95 & $21).
The NEW Local Organizations/Communities

- Traditional
- Hybrid
- Virtual
The Local Organization

Key Characteristics

- Officers
- Committee chairs
- Business meetings
- Monthly meetings
- Bylaws / Policies

- Members Affiliated with a Local Organization

Strengths

- High Touch
- Personal Contact
- Community Focus
- Face to Face Network
- Leadership Development Opportunities

Weaknesses

- High Time Involvement
- Burn Out of Leaders
- More Formal
- Highly Structured
- Less Flexible
- Behind Market trends
- Less Favorable to Younger Members
- Minimal use of Technology
## The Local Organization

### Key Characteristics
- Officers
- Monthly Program meetings
- Minimal Business
- Business items posted to a website
- Committee chairs
- Limited Structure
- Members Affiliated with a Local Organization

### Strengths
- High Touch
- Face to Face Network
- Community Focus
- Personal Contact
- Leadership, Professional Development
- More Flexibility
- Current Market Trends
- More Appealing to Broader Demographic
- Use of Technology – Improves Communication

### Weaknesses
- Time Involvement – Can lead to Burn Out
- Formal Structured
- Less Member Involvement in Decision-Making
- Reliance on Members to seek out information
- Reduced comprehension of BPW business and LO communications
# Community

## Key Characteristics
- No Officers
- No Face to Face Monthly meetings
- Face to Face on special events only
- No Business meetings
- Web-based Quarterly / Monthly Programs
- Program and/or Event Coordinator
- E-Members

## Strengths
- Less Time Commitment
- No Geographic Restrictions
- Maximizes use of Technology
- Flexibility in structure – ability to design based on group needs
- Appeals to a Younger Demographic
- Meets future Market Trends
- Faster communications

## Weaknesses
- Less Member Involvement in Decision-Making
- Reliance on Members to seek out information
- Less Personal Contact
- Limited opportunity for Hands-on Leadership Development
- Risk of reduced involvement in BPW and/or organization issues
- Limited to those with technology
What are the TEN steps to change to the NEW LOCAL ORGANIZATION/COMMUNITY Models?
Ten Action Steps

- Review the 3 LO models with current members

2. Evaluate your community and market.
   - What are the needs of your area, members and prospects?
   - What do you currently offer to the community?
   - Use the Market Trends questions to help guide your analysis.
   - If targeting a younger demographic, are you prepared to go out to them / change your format?
Market Trends
Affecting LOCAL Membership Organizations

- **Customer:** *Diverse, Segmented, Target markets*
  - Demographics of your membership?
  - Demographics in your community?
  - How are your members diverse?
  - How is your market diverse?
  - Who do you Target?

- **Competition:** *A La carte vs. One size fits all*
  - Who is your competition?
  - What do you currently offer to members?
  - What is your package?
  - What is your niche in your community?
Market Trends
Affecting LOCAL Membership Organizations

- **Economic:** *What is the Real Value?*
  - What are your current membership dues?
  - What are the dues of your competition?
  - What value do the members receive in dollars?
  - What is the perceived value?

- **Technological:** *Easier access to information*
  - How do you use technology to inform and educate?
  - What additional ways can you use technology?

- **Social:** *Have to deliver High-tech and High-touch*
  - What would members say this looks like? Feels like?
  - Non-members?
Market Trends
Affecting LOCAL Membership Organizations

- **Political:** Target issues and politicians quickly
  - Is your local politically engaged?
  - What is your involvement in the community?
  - Types of issues you advocate?

- **Legal:** Scrutiny causes more oversight
  - How do you control risk and finances?
  - Who has true oversight?

- **Governance:** More aware, nimble, continuity
  - What is the structure of your organization?
  - Does it work?
  - Can you find leaders or do you repeat often?
  - Are you willing to change?
Ten Action Steps

3. Develop a Pros/Cons worksheet using the Market Trend data and the 3 LO models

4. Analyze data obtained and Decide on the LO model most appropriate for current and future members

5. Discuss the choice with current members and choose a “go live” date for the change
Ten Action Steps

6. Select a task force to review current bylaws / policies and make amendments with a timeline for delivery / approval by the members

7. Select a task force to plan 12 months of programs / events for the local organization and make recommendations on people to lead the programs / events
8. Determine your key officers and/or coordinators for member communications

9. If needed, have a committee set up the technology needs and establish beginning communication methodologies

10. Work with State and National contacts to provide information on your LO model, applicable changes and your 12-month program/event plan
Real Time Support to Help You Change your Local Organization

Participate in Live / Interactive Work Sessions
Be Mentored in Changing your Local Model
Learn Best Practices / Tips to move quickly
Registration Limited to 20 members and/or Local organizations per session

First Session September 22-25, 2008 (watch BPWUSA website for registration/times/dates to sign up)

GO LIVE and HAVE FUN!
Fine Tuning Steps

- Every 3 months, survey your members and analyze your activities / results against your Pro/Con worksheet or Market Trends
  - Are you meeting the needs of your members?
  - Are more prospects attending meetings or asking for information?
  - Are more people in the community asking about your local?
  - Have you increased membership?
  - Have you retained your members?

- Keep HAVING FUN!!
Fine Tuning Steps

- After your first 12 months of operations, evaluate your year against your Pro/Con worksheet or Market Trends
  - Did this model work for your members?
  - Have you increased membership?
  - Have you retained your members?

- If it’s not working – go through the transition steps again, digging deeper for the root cause / solution

- If it’s working - Keep Making a Difference!!
Question and Answer Section

The NEW Local Organizations/Communities

Market Trends

And

Transition Steps