



*Providing an Effective Means
To Increase Business*

RE-ENERGIZING A CHAPTER

A 90-day plan

- 1. Ask the Chapter Consultant to visit more frequently if possible**
(One visit to be for **Open House** meeting)
- 2. Encourage the Chapter to hold two Open House meetings.**
(Allow a 3 week lead time to prepare)
- 3. Insure that press is being done.**
Listings in Calendar/Events sections and separate Special announcement for the **Open House**. Include photos and success stories from Members.
- 4. Encourage the Members to actively participate in inviting Visitors.**
Make sure each Member has a packet of promotional materials. Brochures, newsletters, contact cards and post card invitations
- 5. Appoint a Membership Chairperson** for the Chapter. Each week ask them to take a 3-minute spot after the 10-minute speakers to discuss growth and follow up.
- 6. Everyone follow up with everyone.**
Regional Office calls/emails Chapter Consultant weekly.
Chapter Consultant calls Director after each weekly meeting.
(Except weeks they are in attendance)
Membership Chairperson calls all visitors a few days after their visit.
Assistant Director calls all Members not in attendance each week.
Director encourages weekly pre-meetings with the Leadership Team and Chapter Consultant when they are visiting.
- 7. Use Program Variations focused on Increasing Membership.**
See page xxxvvi of the Management Team Manual.