



**2021
LEADERSHIP
ORIENTATION
MANUAL
SECTION VI**

MEMBERSHIP DIRECTOR



MEMBERSHIP MEETING Agenda

Categories: Small = 20-49, Large = 50-79, Mega = 80+ members

Suggestions from DVP:

1. MIXERS
 - a. Ask Title Co. to have an Open House mixer with wine and cheese
 - b. Have a Mixer at a high-end listing and get a strat partner to host
 - c. Ask a local Builder to have a mixer at their listing or model home
 - d. Give a \$100 gift card to Realtor® that brings the MOST nonmember REALTORS®! (sponsor can pay for card) or award a ticket to bring a friend to a future event
2. PROGRAMMING
 - a. Use clever, innovative titles for Programs
 - b. Try getting an out-of-the-box speaker to come that has interest to ALL not just Realtors® and invite nonmember and even the community to your Industry Event
 - i. Business District updates (Developments, Parks, etc)
 - ii. Application Training-How to do things to be “paperless”, social media, etc.
 1. Docusign, Digitalink, Loopnet
 2. Word (Mobile, ipad))
 3. Adobe DC
 4. Apps, CRM’s
 - iii. Training for Facebook Advertising and Social Media exposure
 - iv. Canva training
 - v. Zoom Training
3. LEGACY
 - a. Employ your Board Members to be mindful to invite EVERYONE to come to a meeting
 - b. Recruit new members and those with a high level of interest to be Board Members for the future and get them involved on Project Teams now
 - c. Send an email to all members REMINDING THEM to place the Women’s Council logo in their email signatures along with a link to SIGN UP!!!!
4. CO HOST
 - a. Get involved with other organizations where you are likely to find possible members and offer to co-host an event or assist with one of their events in exchange for having the opportunity to have a Membership Recruitment table and have the logo on their invite.
 - b. Wear T-Shirts with Women’s Council logo and attend local events together

5. INDUSTRY EVENT PROMOTIONS

- a. Give a free ticket to your events to new members
- b. Get a sponsor to agree to sponsor a ticket for a NON-MEMBER drawing at each event
- c. Allow Members to bring a NON-MEMBER for \$10 with the purchase of their ticket
- d. Gift Card to the Member that brings the most NON-MEMBERS to the Event
- e. Get sponsors to bring door prizes to give away
- f. Sell FULL TABLES at a reduced price to sponsors and place a TABLE TENT on them to brand the table and make sure they are at the very front of the room.

6. SOCIAL MEDIA

- a. Have a very visible presence on FB and post regularly with lots of photos
- b. Post your events on FB and include a link to sign up and RSVP
- c. Post your events to other REALTOR® groups on FB & WhatsApp & Messenger & Instagram and join groups where REALTOR®s are members on FB. Use hashtags#!

7. RETENTION & RECRUITMENT

- a. Call past and expiring Members and convince them to be more involved and find out what they are looking for as a member
- b. Survey your membership, past and expired members to find out where you need to do some work to keep their interest
- c. Remind your Members of the benefits of the New Structure that includes opportunities for working with other Community organizations to organize Industry Events hosting training that could also appeal to other independent contractors (CRM Training, Tax training, Canva, Social Media posting, etc)

8. EVENTS WITH OTHER NETWORKS & ORGANIZATIONS

- a. Plan an event together as these are great opportunities to network and get to know the membership and even nonmembers that become part of the committee for the event! (These committee members can potentially be clients or referral partners!)
- b. Get Restaurants and business support by planning events at their business locations such as new Nail or beauty salons, restaurants and wine bars, women's boutiques, etc.

Membership Director Quick Start Guide

General Oversight/Scope of Duties:

Conducts an aggressive outreach strategy to communicate the value of the Network and the Women's Council brand, engaging prospective, new and renewing members.

Major Responsibilities

- Must be a REALTOR® or National Affiliate Member in good standing
- Develops and implements a member recruitment and retention strategy to grow the REALTOR® membership base within the Network
- Supports and follow through on all National Council Membership marketing campaigns
- Works with the Governing Board to establish membership recruitment and retention goals as part of the Network Business Plan
- Oversees implementation of a New Member Welcome and Orientation Strategy, as well as a first-year member communication strategy, using tools and resources provided
- Oversees implementation of a member communication 'drip' system, using tools and resources provided
- Monitors and supports development of Strategic Partner benefits packages
- Manages Membership Chair and Project Teams as needed to accomplish tasks
- Monitors and evaluates success of all membership development and outreach efforts and reports to the Governing Board
- Monitor Membership reports received from National Women's Council for accuracy, and follow up on any discrepancies
- Supports accomplishment of Network Business Plan goals and priorities
- Encourage and inspire Members to get involved, and recognize contributions
- Cultivate development of future leaders for the Network
- Attend National and State Women's Council Meetings, depending on budget and personal finances
- Build and maintain relationships with the Local Association and related industry and community groups
- Announce New Members in Social Media and Network Newsletter
- Publicize Member Scholarships through Local Network
- Recognize outstanding members and Women's Council supporters with yearly awards at Installation Ceremony
- Publicize membership benefits on Social Media and Newsletter
- Hold "New Member Pinning Ceremony"

Women's Council Events and Important Dates - 2021

- December—Local Network Orientation (held by Local Officers & Trainers)
- February 11-16 —TR/WCR Winter Meeting, Austin, TX1
- May 10-15 —REALTOR® Party Conference, Washington DC
- September 8-12 —TR/WCR Annual Conference, Houston, TX
- October —Texas State Leadership Orientation, TX
- November 10-15 —NAR/WCR Annual REALTOR® EXPO, San Diego, CA



Membership Director Quick Start Guide

Important Dates

March 31	All former members that have not paid dues are removed from National Roster
August 31	End of Women’s Council Texas Recruiting Contest
November 1	Deadline to report newly elected officers to Women’s Council Texas and National
December 1	Deadline to submit Mandatory Annual Report to Women’s Council Texas President
Quarterly	Hold New Member Orientations

Additional Duties

- Maintain a procedure book electronically
- Attend all Governing Board, Industry Events, and Project Team Meetings that they are liaisons
- Write Thank You Notes to all New Members and Renewing Members when they join the Local Network
- Review and become familiar with Bylaws and Standing Rules of Women’s Council
- Upload all Permanent Documents to Online Storage Database (or assigns another member this task and follows up to ensure its is completed)

Membership Information

- REALTOR® and National Affiliate Members are also members of the Texas and National Networks and should be reported to Women’s Council within 5 days of joining:
- Total Dues Amount is the sum of the following:
 - ⇒ Local Network Dues—Amount per member determined by Local Network Bylaws
 - ⇒ Texas Network Dues—\$35.00 per Member
 - ⇒ National Network Dues—\$140.00 per Member (Nov 1, 2018)
- Members can join online at www.wcr.org or via mailing paper form with payment

Resources

Resource Guide	www.WCR.org
Network Bylaws	Download a copy from WCR.org Local Network Website
Network Standing Rules	Obtain from Local President
Quarterly Newsletters	Electronic Communications from Women’s Council Texas and National

Ideal Skills/Experience	Important Relationships—Internal	Important Relationships—External
☆ Planning and Organization Skills	♦ Network New Members	* Prospective Members
☆ Networking and Communication Skills	♦ Network Renewing Members	* Local REALTOR® Association
☆ Delegation	♦ Governing Board	
☆ Strategy Development	♦ State Network Leadership	
☆ Operating as part of a team	♦ Project Team Leadership	
	♦ Membership Chair	



MEMBERSHIP MEETING Agenda

Present:

Network President

Membership Chair

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Women’s Council of REALTORS® NETWORK First-Year Member Communication Strategy

Introduction

Why should we have a special strategy to communicate with members in their first year of membership? New members, especially those who have had limited experience or knowledge of the Council before joining, have many questions: What will this group be like? Will I fit in and be accepted? Will this help my business? Will membership be a good investment of time and dollars? With so many groups to join and resources available for REALTORS®, Council membership has to quickly and substantively prove its value. It is no wonder that for Women’s Council networks (and for all associations) attrition in the first year of membership is very high – higher than any other year of membership -- and with all the effort it takes to recruit a member, loss of a member in the first year is a tremendous drain on resources. For these reasons, the new member’s experience in the first year of membership is a critical time and deserves special attention!

The Stages of Membership

To develop an effective first-year member communication strategy, it’s helpful to think ideally about the various stages of the first-year member’s relationship with the local Council network from the time she joins to the time she renews, and what she must feel, believe and experience in order for secure her renewal. Ideally, the first-year member would move through three stages in her relationship with the local chapter: New Member stage, Active Member stage, and Renewing Member stage. What must the member feel, believe or experience at each stage? Consider the following.

<p>A NEW MEMBER must</p> <ul style="list-style-type: none"> • Feel welcomes • Become familiar with the value of membership and how to access benefits/services • Get ‘connected’ in some way to others that results in business value 	<p>An ACTIVE MEMBER must</p> <ul style="list-style-type: none"> • See how participation and involvement can meet personal and professional goals • Have access to a range of ways to participate 	<p>A RENEWING MEMBER must</p> <ul style="list-style-type: none"> • Believe that promises made when recruited have materialized • See sufficient value to reinvest in membership • Have an affinity for and a ‘relationship’ with the Council • See the Council connection as indispensable to business success
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In summary, during the first year of membership, the new member must: 1) understand the business value of membership, 2) have a sense of ‘belonging’ to a professional community of peers, 3) feel connected to other members through productive professional relationships, and 4) achieve tangible personal growth and/or business results.

The Suggested First-Year Member Communication Strategy

Following is a suggested first-year member communication strategy that complements current ways National Women’s Council communicates with members during the first year of membership. These are *minimum* guidelines representing the most critical contact points between the network and the first-year member. The strategy also calls for establishing a volunteer position called the “Ambassador”. Networks can certainly do more than the guidelines suggest, and can assign the responsibilities listed to other positions within the network (see notes at the end for additional options).

FIRST-YEAR MEMBER COMMUNICATION STRATEGY

Contact Timing <i>(from start of membership)</i>	National Communication	Network Communication <i>(suggested minimum contact)</i>
<p>Month 1 Welcome</p>	<ul style="list-style-type: none"> • Welcome e-mail from National President, includes: <ul style="list-style-type: none"> ◦ Message that membership in Women's Council is a 'business investment/opportunity' ◦ Link to welcome video on "how to get the most from your Women's Council membership" ◦ Instructions on completing the Member Profile ◦ Contact information for network leadership and link to network website 	<ul style="list-style-type: none"> • After National welcome e-mail has been sent, Network Ambassador calls or visits the new member to: <ul style="list-style-type: none"> ◦ Offer a local welcome ◦ Encourage/assist the new member in completing the Member Profile ◦ Interview the new member to determine: reasons joined, expectations for the membership experience, business interests, goals, needs, areas of expertise/business success the member could share with others (see Interview Template below) ◦ Share information on next network new member orientation ◦ Personally invite the new member to the next network meeting/event (make plans to go together or to meet there) <u>Other Ideas</u> <ul style="list-style-type: none"> • Have a welcome note or e-mail sent from the Network President or President-elect • Send a Starbucks gift card as a fun way to say 'let's meet for coffee' • Send a hand-written welcome card
<p>Months 2-3 Orientation/Engagement</p>	<ul style="list-style-type: none"> • First monthly e-newsletter from National 	<ul style="list-style-type: none"> • New member's first network meeting/event: <ul style="list-style-type: none"> ◦ Ambassador ensures new member is comfortable and meets/sits with network member(s) who in some way can provide a business value or business connection (based on interview conducted at first meeting) ◦ Introduction of new member at first network meeting/event (self-introduction or Ambassador introduces member to the group) • New member orientation is conducted (when sufficient number of new members recruited). Focus of orientation should be: <ul style="list-style-type: none"> ◦ How members can maximize the value of their membership to achieve their business goals <ul style="list-style-type: none"> ◦ Helping members build productive business relationships (considering including a business networking activity as part of the orientation session) • Ambassador shares information about new member with those leading the orientation gleaned from initial interview with new member • New members are invited to a reception with network officers/governing board and Ambassadors so leaders can get to know them and encourage appropriate involvement opportunities • Short bio of new member posted on network website and/or highlighted in network newsletter and on Facebook page <u>Other Ideas</u> <ul style="list-style-type: none"> • Have a laptop available at the network meeting to help members complete their profile • Present member pin to new members at their first meeting • Use a phone tree to call all members to boost meeting attendance; text reminders

Contact Timing <i>(from start of membership)</i>	National Communication	Network Communication <i>(suggested minimum contact)</i>
<p>Months 4-6 Engagement</p>	<p>Monthly e-newsletter</p>	<ul style="list-style-type: none"> • Call or visit from Ambassador to: <ul style="list-style-type: none"> ◦ Assess the new member's membership experience thus far and to ensure the new member is getting value; if not, redirect and facilitate connections as needed ◦ Position involvement/ volunteerism as a business strategy and suggest appropriate volunteer opportunities ◦ Facilitate connections as needed and follow-up on involvement Other Ideas <ul style="list-style-type: none"> • Have a network officer call the new member after attendance at her first meeting to say 'great to see you there... how was your first network meeting experience?'
<p>Months 7-10 Engagement</p>	<ul style="list-style-type: none"> • First-Year Member Survey from National (to track trends, better understand reasons for attrition of first year members, and test effectiveness of first year member communications strategy). Results provided to network. 	<p>Months 11-12 Renewal Process Begins</p> <ul style="list-style-type: none"> • Call or visit from Ambassador to: <ul style="list-style-type: none"> ◦ Check in on business goals/interests and if the new member is getting the support needed; if not, redirect or facilitate connections ◦ Check in on volunteer experience or continue to encourage involvement, including, for example, sharing of new member's expertise/experience as part of a network program ◦ Mention first-year member survey to be sent from National and stress the importance of completing <ul style="list-style-type: none"> ◦ Mention upcoming renewal Other Ideas <ul style="list-style-type: none"> • Have incoming network President call or send a note encouraging the new member's continued involvement and renewal for the coming year

NOTES:

- The First-Year Member Communications Strategy is initiated every month based on the month in which the new member joins
- About 50 percent of Women's Council new members join between January and March, placing a heavy demand on Ambassadors to make contact with new members at this time of year, and likely requiring support from others

The Role of Ambassador

Ambassadors can be part of the network Membership Committee or a separate volunteer position. This role can also be assigned to the VP of Membership or as a duty of the network Line Officers depending on the size of the network and the number of new members to be contacted during the year. The principle roles of the Ambassador include:

- Making personal contact with new members
- Facilitating the new member 'welcome, orientation and engagement' process
- Helping new members gain the most business value from their membership
- Observing new members and 'scouting' for future network volunteers and leaders, and sharing that information with network leadership



Member Interview Template

Name of New Member

Date Joined

--	--

Current Company/Position

--

Years in Real Estate

--

Market Niche/Specialties

--

How did you heard about Women's Council and who invited you?

--

Major reason(s) joined/expectations for Council membership are you currently in any leadership positions at your Board, State Association, National Association, Community.

--

Business goals and training needs for the next 12 months.

Do you currently have a Mentor or a Coach you are working with? If so, how long?

What skills have you mastered ie: Dotloop, Video Marketing, Power Points, Quick Books, etc.

Do you have interest in serving in Leadership at the Council? If so in what position?

Name of Interviewer

Date Interviewed

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