



GUIDE TO STRATEGIC CHAPTER GROWTH TO INCREASE ROI FOR ALL MEMBERS

WEEK 1 | PREPARATIONS

1. Use the Contact Sphere Report to determine Contact Sphere with fewest members. Select top 4-8 classifications needed by the members in that contact sphere.
2. Announce date of event in 3 weeks for focused inviting. Goal is for no member to come empty handed to the meeting (without a Visitor present).
3. Select Member(s) to give special contact sphere related feature presentation.
4. Share the Contact Sphere Report and Visitor Prospect Worksheet and invite members to write names of everyone they know who works in the desired classifications.

The Contact Sphere Challenge is a cycle of activity focused on helping your chapter's smallest Contact Sphere. Each time you finish the cycle, start again by identifying which Contact Sphere is now the smallest.

WEEK 2 | SEND INVITATIONS

1. Members send invites via email, text, or mail to those they identified in previous step.
2. Members begin making the "real" invitation with follow-up phone calls.

WEEK 4 | IT'S STACK WEEK

1. Day before meeting, Members follow-up with their registered Visitors and all "maybes" to confirm their visit.
2. Host an inviting and engaging meeting with feature presentation that shows how their contact sphere is ready to give referrals to someone in their profession.
3. Follow-up with Visitors after the meeting and help them know how to apply and extend the invitation for them to apply to your chapter.

WEEK 3 | FOLLOW-UP

1. Members continue to make the "real" invitation follow-up phone calls.
2. Members register confirmed Visitors in BNI Connect. Remember some will not show up so you need more than 1 registered to have 1 attend the event.

GROWTH is not the GOAL

An equal opportunity for all members to succeed is the goal.
Contact Sphere relationships are natural referral opportunities.