

# Growing YOUR CHAPTER



HOST AN  
OPEN HOUSE  
TWICE PER YEAR  
INCLUDE PRIZES

MEMBER SPOTLIGHTS + TAG  
MAKE GUESTS FEEL WELCOME  
FOLLOW UP WITH EVERY GUEST  
FACEBOOK ADS TO YOUR MEETINGS  
REACH OUT TO FORMER MEMBERS  
GO IN PERSON TO LOCAL BUSINESSES  
POST WRITTEN & VIDEO TESTIMONIALS  
DELIBERATELY TARGET LOGICAL CATEGORIES  
LEVERAGE NETWORKS OF SISTER CHAPTERS + ACN  
USE MARKETING LIBRARY ASSETS TO PROMOTE CHAPTER

SET UP CHAPTER MEETINGS AS FB EVENTS + "GOING"  
'CHECK IN' TO THE EVENT DURING THE MEETING  
'INVITE' PEOPLE TO YOUR MEETING (NO SPAM)  
POST YOUR MEETINGS IN LOCAL FB GROUPS  
**PERSONAL INVITATION IS STILL MOST IMPORTANT**  
INVITE WOMEN WHO HAVE POSITIVE ENERGY  
**RETENTION IS KEY:** KEEP CURRENT MEMBERS ENGAGED  
MAKE MEETINGS AS VALUABLE AS POSSIBLE  
MAKE SURE NEW MEMBERS FEEL WELCOMED & ARE ONBOARDED

## WBN HELPS YOU GROW YOUR CHAPTER THROUGH:

### BENEFITS:

EVENTS & HAPPY HOURS  
GUEST BLOGGING  
ALL CHAPTER FB GROUP  
HOT SEAT/MASTERMIND  
EDUCATIONAL EVENTS/RESOURCES  
STREAMLINED JOIN PROCESS  
FLEXIBLE PAYMENT OPTIONS  
NEW MEMBER ONBOARDING  
MENTORING MIXER  
PAPERLESS & STREAMLINED

### TOOLS FOR CHAPTERS:

\$200/YR MARKETING BUDGET  
MARKETING ASSET LIBRARY  
CHAPTER OUTREACH POSITION  
CHAPTER FB PAGES  
SISTER CHAPTERS  
BOARD LIASONS  
REGIONAL OFFICER COLLABORATION  
CHAPTER WAITLIST

### WBN MARKETING

MODERN WEBSITE W/BENEFITS  
FB & GOOGLE ADS  
MEMBERSHIP INCENTIVES @ EVENTS  
LIVE CONVERSATIONS W/PARTNERS