

MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES



Dear Member,

Thank you for your interest in serving as a Members of WNFP Membership Committee/Ambassador Club. This position is an important role in the efforts of advancing the mission of WNFP.

This guide includes information regarding the duties and responsibilities that come with being a Committee Members in our Membership Committee. Please review the guide in its entirety and contact me with any suggestions or comments at 914-266-0347 or via email at committee@wnfp.org.

After reading through the guide, if you feel that you could commit to serving as a Committee Members, please [sign in your online account](#) and submit committee application.

Sincerely,
Theresa Todman
Founder
Westchester Networking for Professionals

MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES

OVERVIEW

Westchester Networking for Professionals has combined Membership Committee and The Committee Members Club Program both are designed to improve investor participation, networking, relationship building, and appreciation. The main focus of the program is to increase and retain membership enrollment and encourage participation in WNFP by ensuring all member benefits, programs, services and policies are relevant to improving the development and growth of our business community and help the organization achieve steady and healthy growth.

WHY JOIN A COMMITTEE

Your participation as a committee member entitles you to the following benefits:

- A member listing in our Committee Directory on WNFP.org website acknowledging participation.
- Multiple opportunities to interact with others within the organization and meet new people.
- Open opportunities for learning new skills from other member.
- Appear to others as a leader in your industry by investing in your future and giving back to the community.
- Increase your leadership skills and experience.
- Share your strategic ideas and put them into action.
- Announcement of your participation at mentionable events.
- Helping to advance the mission of Westchester Networking for Professionals.
- Having FUN!

Eligibility – a member of a WNFP Committee member must be a WNFP Member in good standing.

RESPONSIBILITIES

ALL MEMBERSHIP COMMITTEE MEMBERS & OFFICERS

Committee members are required to attend a Membership Orientation and Information Meeting to gain a better understanding of WNFP mission, member benefits, services and activities. (check [events calendar](#) for dates).

You must have a solid understanding of what benefits, support, and services WNFP members receive, as well as the cost of membership.

OPEN POSITIONS

Westchester Networking for Professionals
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MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES

- One (1) Membership Committee Chairperson
- Committee Members Club Members

COMMITTEE CHAIR RESPONSIBILITIES

The Chairperson ensures that the management committee functions properly, that there is full participation at meetings, all relevant matters are discussed and that effective decisions are made and carried out.

- Must serve a two-year term.
- Prepare the agenda under the guidance of the Committee President
- Manage attendance of Committee Members; Call committee member who have missed 2 or more meeting to discuss absentness.
- Hosting monthly member orientation meeting (appointing presenter)
- Provide members with the materials and tools they will need to recruit and retain members.
 - brochures/literature
 - website page links
 - lists of prospects or renewals
 - talking points for promoting membership,
 - a power-point presentation on WNFP
 - any tools that will make it easy for them to recruit members.
- Develop a membership marketing strategy and tactics.
- Establish and implement goals of membership recruitment and retention plan.

Committee Chair commitment requires an estimated time of 5 - 7 hours per month.

COMMITTEE MEMBER'S RESPONSIBILITY

Responsibility is to recruit and support new members.

- Assist Chairman in developing a membership marketing strategy and tactics.
- Assist Chairman to establish and implement membership recruitment and retention plan.
- Actively recruit new members to become an active member of WNFP.
- Contact prospective members by phone or email to invite them to join WNFP.
- Schedule meeting with prospective member (local businesses) to discuss the benefits of a membership with WNFP and how it will impact their business.
- Attend a Member Orientation & Information Meeting (duration: 30 mins)
- Host and lead at least (1) one monthly member orientation meetings for prospective members. Serve as greeters and facilitators at member orientation meetings.

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- Invite potential members to Member Orientation & Information Meeting.
- Assist at membership information table during WNFP events and outside events.
- Carry out individual assignments made by the Director/Committee Chair Person
- Participate in committee discussions and decisions
- Assist in the planning of an annual membership drive campaign
- Reach recruitment goals and objectives

Committee members require an estimated time of 4 – 5 hours per month.

COMMITTEE MEMBER'S DUTIES

Your primary set of responsibilities will be centered on increasing the number of paid members and on proselytizing the message of WNFP to solopreneurs, entrepreneurs, and small business owners in Westchester County and surrounding areas.

You will be expected to perform the following general activities:

- Promote the value of WNFP membership within the broader business community
- Recruit new members and work to retain existing members
- Attend all WNFP events and work the events as official greeter, goodbye-host or crowd-host
- Assist in promoting WNFP activities, programs, and events to the broader business community
- Contact specific members, former guest attendees, and those who newly inquire about the WNFP to invite them to upcoming WNFP events
- Follow up with invitees to assure that they will attend the WNFP events they were invited to attend
- Provide information about WNFP programs, products, services, and events to all interested parties
- Conduct goodwill calls on behalf of WNFP
- Provide information to the Executive Committee of new businesses that need to be contacted
- Serve as a liaison between WNFP and the broader business community

Specifically, you will be expected to perform the following promotional activities:

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- On a weekly basis, reach out to 2-3 area prospects to inform them of programs or service offerings and/or to invite them to attend upcoming events. (If you can do more, that will help you earn more points. More on that later.) You can find event details from the Events Calendar or to find out if there is a cost to them attending a specific event or if they can attend at no cost.
- Follow up with them to answer their questions or to remind them that they have been invited to attend an event.
- Personally greet guests and new members at the events and introduce them to others to help them expand their networks
- Follow up with your guests after the event. Get to know them better by meeting them for coffee, visiting their place of business, or just converse through social media. Demonstrate to them that you are interested in them and helping their business grow.
- Provide your guests with additional literature about WNFP and answer all their questions about membership. Help them fill out the membership application either online or in person.
- Work a list of members whose annual memberships are expiring. Work with these members to help them understand how they can get more benefit from their membership. Demonstrate interest in them, just like you would if they were your guest at an event. (A list can be provided to you including contact information)
- If you feel comfortable referring a guest or a member to one of your business contacts, do so. This is what networking is all about. When you demonstrate your willingness to help them by referring them to another business person, you are demonstrating the power and mission of WNFP, and the very specific ways people can benefit from a membership with WNFP.
- If you see an article on line or in a local paper that might be of interest to your guest or renewing member, feel free to forward that information to them. This is another way to show helpfulness and caring.
- If a guest becomes a member, make sure that new member attends a Member Orientation event. Event dates and times will be posted on Calendar of Event. Live Events: Offer to meet the new member at the event, so the member will know someone there. Once at the event, introduce the new member to others to help expand the new member's network.

Committee Member's require an estimated time of 4 – 5 hours per month.

These responsibilities shall be carried out by:

- *Staying well informed of WNFP policies, procedures, events and services.*
- *Establishing a personal relationship with assigned members through ongoing phone calls, written messages and personal contact.*
- *Conducting goodwill calls and alerting WNFP committee of new businesses in the City.*
- *Serving as a liaison between WNFP, its members and the business community.*

PROGRAM BENEFITS FOR WNFP

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MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES

- Increased visibility within the community
- Better understanding of membership needs
- More involvement of existing WNFP Members
- Ability to manage events more effectively
- Increased recruitment opportunities and Member retention

BENEFITS TO THE COMMITTEE MEMBER

- Opportunity to increase name and business recognition in the community
- Opportunity to be the first face attendees see when they come in the door
- Opportunity to network with all attendees
- Free admission to events, if volunteering
- Participation recognition on WNFP.org website

REQUIREMENTS OF COMMITTEE MEMBER

As a WNFP Committee Member, your primary responsibility is to attract guests to attend WNFP events and increase membership enrollment and retention. You are responsible to fulfill specific requirements in order to maintain your status. These include the following:

WEEKLY ACTIVITIES:

Reach out to at least 2-3 area prospects each week to inform them of programs or service offerings provided by WNFP or invite them to upcoming events. Contacts may be made utilizing all media, social media, and personal contact available to you.

- Each Committee Members will receive a list of membership leads from WNFP database. The list will include the business name, contact information and previous notes based on their membership inquiry.
- Reach out to those who may be interested in joining WNFP to help build and develop their business.

NEW MEMBERS

- Over the next three months, Committee Members must contact the new member (event attendees or potential members) at least two additional times either via phone, email, fax, in person or social media. Some ideas for contacting the member include:
 - Follow up on first event attendance and experience at the event
 - If they haven't attended yet, invite them to Member Orientation. If they cannot attend, find out why and relay information to WNFP.
 - Ask if they have any questions about member benefits
 - Ask questions to learn more about their business in an effort to provide referrals and to build a business relationship
 - Send them an article or newspaper clipping that might be of interest
 - Invite them to attend an upcoming event

EXISTING MEMBERS

MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES

- Prior to renewal of members, Committee Member will receive an email or printed list from WNFP for the purpose of a midyear check-up. The list will include the business names, contact information and any prior notes.
- When making contact via phone or email, the Committee Member should thank the members for their support and membership. Some other ideas for the renewal check-up are:
 - Invite members to the next upcoming event
 - Ask if they have attended Member Orientation & Information Meeting. If not, provide the next date/time. If yes, ask if other staff members could benefit from attending.
 - Ask if they have any questions about member benefits
 - Ask questions to learn more about their business in an effort to provide referrals and to build a business relationship
 - Review information in membership directory listing, including staff contacts, website address, and description.

MONTHLY ACTIVITIES:

Make monthly calls to prospective members and existing members as assigned in the quarterly Committee Members meetings.

Each Committee Member must complete and submit an Activity Report Points Sheet on a monthly basis.

Insure that at least 2 guests register and attend a WNFP events each month.

First time guests of Committee Members may attend at no cost or at discounted WNFP Member rate depending on the type of event they chose to attend. Director/Committee Chair must be notified of guest invite via event online registration form or contact WNFP.

Committee Member's Responsibilities at Events

Committee Members play an important role at all WNFP events. If Committee Member is not working the event, they are encouraged to attend whenever possible to network and make connections between new and existing members.

- **Assist at events:** Two Committee Members are recommended to work After Hours.
 - One should mingle with the crowd during the first hour, while the other is at the registration table. Committee Members should rotate duties after the first hour.
- **Proudly represent WNFP and your business.** Be positive about WNFP and take pride in your role as a Committee Members and a WNFP VIP member.
- **Help with set-up and break-down for the event.** Arrive 10 - 15 minutes early. The tasks will vary based on the location and host for the event, but may include unloading and loading WNFP materials, setting up the registration table, helping with decorations and signage, assisting the host or sponsor with last-minute preparations, etc.
- **Work the registration table.** When people arrive at the registration table, Committee Members should:
 - Be welcoming
 - Invite them to drop a business card in the basket/container for door prize(s)

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- Encourage nametags and offer a blank one (provided by WNFP) if they do not have one
- Direct them to the main event area (usually where the food and drink is located)
- **Serve as a “buddy” to new or potential members.** WNFP may call upon Committee Members in attendance to meet and walk around with new or potential members or other special guests. The Committee Member should make them feel welcome, answer questions and help them recognize the benefits of WNFP. Some tips:
 - Introduce yourself and your business
 - Ask them about their business or organization
 - Ask them if they have any questions about WNFP
 - For non-members and special guests who attend events, point out the benefits of WNFP membership.
 - Introduce the potential member to other WNFP members.
 - Introduce them to event attendees that would be good referral partners.
 - Network, but don't be over or underwhelming.
- **Be helpful.** Other tasks requiring personal expertise may arise. Please provide assistance to WNFP staff, hosts and sponsors, as needed.

Guest Registrations

- Committee Members will receive credit for each of their guest(s) that registers in advance for a WNFP event, program or activity.
- Guests can self-register utilizing the services of the Committee Members, WNFP website, or by phone.
- Committee Members **will not receive credit** if the guest does not actually attend the event guest(s) registered to attend.

QUARTERLY ACTIVITY

- *Each Committee Members is required to attend quarterly meetings to discuss activities.*

BENEFITS OF AN COMMITTEE MEMBERS

Serving as a Committee Member provides you with a greater level of visibility and exposure for you and your business than any other member of our business community. As a Committee Members of WNFP you will receive recognition throughout the year in a variety of ways:

- Quarterly Rewards: Committee Members with the most points will receive quarterly rewards.
- Exposure: Each participating Committee Members will be recognized with a listing featured on WNFP's Website as a Committee Members.
- Announcement and introduction in WNFP monthly email newsletter.
- Opportunity to be named **Committee Member of the Quarter and/or Year**, plus be featured in WNFP email newsletter update (determined by a point system that allocates points for performance and attendance) and presented with a plaque at the end of year.
- Increase networking opportunities and connections with WNFP business community.
- Opportunity to become a Team Leader.

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WNFP RESPONSIBILITIES TO THE COMMITTEE MEMBERS

In return, Committee Members should expect the following from the WNFP:

- Training on the skills and information required to complete Committee Members responsibilities
- Access to critical WNFP information need to serve as a Committee Members
- Responses to Committee Member requests for member follow-up
- Acceptance of feedback presented by Committee Members
- Recognition for a job well done
- "Committee Members of the Quarter" and "Committee Members of the Year" awards
- Continued support
- Appreciation for commitment as a Committee Members

COMMITTEE MEMBERS MEETINGS

It should be clear to you that a Committee Members' primary functions are to enhance the awareness Westchester Networking for Professionals, help increase the number of member enrollments by reaching out to potential members and retaining existing members; increase the number of attendees at all of the varied types of events; and generally, promote the positive knowledge of and the brand of WNFP. You will learn more of the specific "how to's" by attending the quarterly Committee Member meetings. The schedule will be announced followed by details. The structure of these meetings, run by committee members, will include the following:

- Review upcoming events
- Update the results of new member acquisition
- Obtain potential new member referrals
- Share specific reasons you have heard as to why people do or don't become members or why they decline to renew their memberships
- Share best practices that can help all Committee Members in their efforts
- Review points that Committee Members have earned (more on that below)
- Other business that is relevant to the operations of Committee Members

COMMITTEE MEMBERS CLUB RULES

- Must be an active WNFP Member of Westchester Networking for Professionals.
- As an active participant as a WNFP Committee Members you are responsible to fulfill specific requirements to maintain your status.
- Each Committee Members must complete and submit an Activity Report Points Sheet on a monthly basis to WNFP via fax: 866-334-1988 or email: committee@wnfp.org to record their activity. The Activity Report Points Sheet must be submitted each month no later than the 5th day of the month.
- Attend the quarterly Committee Members Meetings with no more than one (1) unexcused absences in a year.

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- Ability to make a commitment 3 – 4 hours a month fulfilling activities and putting forth the effort towards accomplishing Committee Members Club goals.
- Committee Members are asked to make a one-year commitment to the program.
- Maintain professional customer service standards at all times; please remember you are a representative of your business AND Westchester Networking for Professionals.
- If a Committee Member is not meeting the requirements of the program, the following steps are to be taken:
 1. The Committee Member will be approached via phone, email or in person to address the issue.
 2. If there is no improvement, within 30 days the Committee Member will be notified that they have been dropped from the program.

A dropped Committee Member may appeal to the executive committee in writing via email and the status will be decided by other committee members at the next Committee Members meeting.

COMMITTEE MEMBERS POINT SYSTEM

The purpose of the Committee Members Points System is to record the activities each member has fulfilled. Points will be tracked by individual Committee Members.

A points sheet will be provided to each member once they join the Membership Committee.

Activity Points Sheets must be submitted by the 5th of each month. The Committee Members with the most points at the end of each Quarter will be named as the Committee Members of the Quarter and the Committee Members with the most points at the end of the year will be named as the Committee Members of the Year. Committee Members will be recognized via email updates, social media postings and on WNFP.org website for their leadership and success. Committee Members of the Year will be announced at our Annual Holiday Networking Party. Committee Members may only be chosen as Committee Members of the Quarter once during a calendar year. However, all points earned during the year will apply to the Committee Members of the Year designation.

You are responsible for submitting your points sheet by the 5th day of each month. Sheets must be submitted electronically via email committee@wnfp.org or fax: 866-334-1988.

How do I record my points?

For each activity(s) you've completed on the Points Sheet, list the specifics and number of on the form.

DEFINITIONS

Guest: an individual who is invited to attend a WNFP function.

New Member: an individual submits an annual payment to become a VIP member

Existing Member: an individual who paid an annual fee to become a WNFP Member and enjoy exclusive benefits to help build and grow their business with our community.

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VIP Member: an individual who becomes a part of our community of business professionals to enjoy exclusive benefits and savings offered by WNFP to increase personal development and business opportunities.

Committee Members: a volunteer taken from the ranks of WNFP VIP members who give their time to assist WNFP in various informational and promotional activities.

Team Leader: someone who provides guidance, instructions, directions and leadership to a group of other individuals.

Executive Committee: a group of directors appointed to act on behalf of WNFP.

POINT SYSTEMS ACTIVITY DESCRIPTIONS

Greeter Responsibilities

- Welcome attendees and ANY new faces.
- Direct attendees to registration and refreshments.
- Make new members and guests feel welcome; introduce them to a new contact.
- Promote networking among members and really work the 'hand-off'.

Member Orientation Meetings

The purpose of Member Orientation Meeting is to:

- Inform new members and prospective members about the value of becoming a member and how to maximize their investment as a WNFP Member.
- Discuss the opportunities new members can market and promote themselves and their business to our community of professionals.
- Improve communication efforts and acquaint new members with the resources available.

Member Contact

Welcome New Members

- When contacting members for the first time Introduce yourself as a member of WNFP's Committee Members Club.
- Explain that you are a volunteer and that you are reaching out in support of the WNFP and them, and that you are grateful for them joining the team and becoming a WNFP Member of WNFP.
- Ask how they would like to utilize their investment in the membership and offer different ways for them to get involved for getting the best from their investment.

Quarterly Follow up with Members

Ask and Answer Questions

- Contact members every quarter to assist and support. (via phone or email)
- Ask how they have used their WNFP Membership investment;
- Ask if they have any questions about the WNFP or how to get involved (as stated above).

MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES

- Explain the benefits of attending WNFP events, participating in committees and leadership programs.
- Let them know about the different and up-coming events – direct them to the website for the calendar of events.
- Invite them to join you at an upcoming event and make sure to introduce them to other Committee Members and VIP members.
- Offer suggestions on how to market their business through different WNFP marketing and sponsorship opportunities.

Submitting a Membership Referral

Membership referral can be found under Members Area on WNFP.org. Please login your account to access page, complete the form and submit your referral.

WNFP Membership Options

14 Day Pass

Potential members have the option to explore our community and enjoy the same benefits of an active VIP Member.

Explore and experience Full WNFP Member online access. There's no risk. Credit Card Required! Ability to cancel anytime with no obligation within the 14-day period. No payment will be deducted from your credit card unless they decide to join, they will be automatically subscribed to our \$20 Monthly WNFP Membership option.

Monthly Membership

Monthly WNFP Membership Dues: Select this payment option for a flexible payment schedule of your WNFP Membership dues. Membership starts immediately.

Annual Membership

Annual WNFP Membership Dues: Save \$40.00 off monthly dues with the Annual WNFP Membership payment options. Membership starts immediately.

COMMITTEE MEETING SCHEDULE / LOCATION

Regular committee meetings are held on a quarterly basis, but on occasion you will be required to attend meetings prior to our scheduled meeting. Meeting will last approx. 2 hours in duration. Meeting will be held in various formats, such as round table, video and phone conferencing. Each committee member will receive meeting dates, locations, announcements and agendas via email prior to scheduled meeting.

FREQUENTLY ASKED QUESTIONS ABOUT COMMITTEE INVOLVEMENT

How do I become a member of a committee?

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MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES

Members who are enrolled as a WNFP member are eligible to participate in a committee.

Does a member of the committee have to be a member of WNFP?

Yes, only WNFP members of Westchester Networking for Professionals can serve on committees.

Is it necessary for the Chair to be at all committee meetings?

Unless for unforeseen reasons (i.e. conflicting schedule with other WNFP event with higher priority ...), a Chair shall attend any official meeting regarding a WNFP project or event.

Is there an attendance policy for committee members?

Committee members are limited to a maximum of three (3) meeting absences during a calendar year. Any committee member who consistently misses meetings will receive a personal call from the committee Chair. The committee Chair will find out why if the committee member has not been in attendance and ask if they want to continue to be part of the committee. The Chair will keep the President informed of any attendance issues.

If for any reason a committee member is unable to continue their term within 6 months of participation, their WNFP Membership privileges and benefits will be immediately deactivated. (They will no longer be an active member of WNFP) If they wish to re-enroll as a WNFP Member, they can do so at the standard WNFP Member rate.

Cancelled WNFP Membership

If a committee member's membership cannot be processed and member does not renew membership to remain active, the committee member has 30 days to ensure that they reinstate their membership status. If no membership reinstatement is made after 30 days, the Committee Members is automatically dropped from the program. At that point, if or when the individual reinstates their membership, they can re-apply as a member of the committee if seats are available or become a WNFP Member at the standard rate.

How long should a meeting last?

Most meetings, unless otherwise noted, should be completed within one – two hours.

Can non-members be solicited for sponsorships or vendors for events?

Yes. Sponsorships and event marketing opportunities are available for Non-Members and VIP Members, WNFP Member receive discounted rates. Non-members will purchase sponsorships and event marketing at the standard rates.

How does the committee work with a budget?

The Chair should put together a detailed draft of a budget for the committee events and programs to be submitted to the President or Founder for approval.

MEMBERSHIP COMMITTEE & AMBASSADOR CLUB ROLES & RESPONSIBILITIES

Who develops press releases and other marketing for the event/program?

The Publications Committee is responsible for press releases and event brochures and pamphlets. On occasion, members of other committee may be assigned to produce these materials.

How can we use the newsletter/website to promote our program/project?

Committee members can submit an article or information to the Publications Committee Director or Chairperson to include in the newsletter or on the website. Articles and information will be first reviewed by the Board of Directors for approval. Members can login their account to add events to the website calendar.

Who speaks to the media?

WNFP Founder is the spokespersons for the organization. Unless otherwise assigned.

For additional questions not listed, please email: committee@wnfp.org.