



QUARTERLY MEMBERSHIP TOOLKIT

NAWBO's National Membership Committee is excited to bring you a series of quarterly toolkits with outreach ideas, a sample email and social media posts to help you target and attract new member audiences in different industries in your community throughout the year.

For 2023-2024, the quarterly focuses are as follows:

July-September '23: Food service—restaurants, caterers, etc. ([Access it here](#))

October-December '23: Wellness practitioners—massage therapists, yoga, cycling and pilates studios, nutritionists, spa owners, etc. ([Access it here](#))

January-March '24: NextGen of women business owners

April-June '24: Accountants, architects, attorneys, etc.

About This Quarter's Focus

The focus for membership outreach this quarter is the next generation of women business owners. At NAWBO, we define NextGen as young women in high school, college or graduate school who already own a business or are on an entrepreneurship education track OR women of any age who are actively pursuing starting their first business in the next 3 years. This demographic that reaches across all industries is incredibly important to the long-term strength and success of NAWBO in our communities as they bring fresh perspectives, passion, optimism and connections. Reach out to these women business owners via partner organizations and on social media using the tools below.

Outreach Steps

- 1) Are there local high schools that host young entrepreneur fairs? Are there local colleges and universities with entrepreneurship programs? Is there a local Women's Business Center where women interested in entrepreneurship might turn for support? Building relationships and partnerships with these groups is a great start.
 - 2) Consider asking these groups about cross-promotional opportunities where they communicate NAWBO opportunities to the women in their networks and your chapter highlights them with your next generation members. It's no cost, and win-win. (*See sample communication below*)
 - 3) Meet this generation where they are at—via text and social media. Consider a texting app that invites them to be your personal guest at your next chapter event or at a casual meet up

just for NextGen. If possible, follow up with a personal DM on social media. *(See sample communication below)*

- 4) Offer special incentives for your chapter's current NextGen members to bring/refer friends—perhaps they can bring up to 2 friends to a chapter event for free so these friends can experience NAWBO. If that's not possible financially, ask your chapter's other members and partners to consider donating to a NextGen event scholarship fund.
- 5) Tap into NextGen programming offered through NAWBO HQ. For instance, at 2024 Leadership Academy in late January, NextGen attendees will be invited to attend a special lunch with NAWBO Circle attendees. These Circle members own \$1 million-plus businesses; definitely successful entrepreneurial women they want in *their circle*.
- 6) Follow up with potential NextGen members who attend your event with details on NAWBO and our membership category just for them. Offer to meet one-on-one over Zoom or for coffee to get to know each other better and help guide them as they start their NAWBO journey.
- 7) Be sure to also personally thank current NAWBO NextGen members who refer their friends or bring them to events. You want them to feel appreciated—remember, retention is equally important as we build this community!
- 8) Share the NextGen membership opportunity with all your members this quarter—they might want to purchase a membership for their daughter or niece as a gift (it's really reasonable!), sponsor a NextGen event attendee or even mentor a NextGen woman business owner.

Sample Email to Community Groups

(Please personalize by adding in your chapter's website, social media handles, a specific upcoming event and registration link, etc.)

Dear [Insert Name],

For nearly 50 years, the National Association of Women Business Owners (NAWBO) has been a community of connections, advocacy, education, inspiration and leadership for women entrepreneurs with businesses of all sizes, industries and diverse backgrounds. These women have everything from start-ups to multi-million-dollar firms, and some are even doing business around the world. NAWBO, and our members, have so much to offer the next generation of women business owners that you are helping to cultivate.

I'd like to invite you to explore how we might partner and highlight one another's opportunities to amplify our support of women entrepreneurs who are in high school, college or graduate school and already own a business or are on an entrepreneurship education track OR women of any age who are actively pursuing starting their first business in the next 3 years.

Can we set up a Zoom or in-person coffee date in the next week or so to get to know each other better and see if an in-kind cross-promotional partnership makes sense? Please let me know your availability. Meanwhile, I hope you will:

- Check out our website
- Follow us on social media

- Be my personal guest at a virtual or in-person chapter event

I look forward to hearing from you!

Sincerely,
[Your Name], 2023-2024 President, NAWBO [City] Chapter

Sample DM to Potential NextGen Members

(Please personalize if you'd like)

Hi [Insert Name]!

I'm [Name] with the [City] chapter of the National Association of Women Business Owners (or NAWBO for short). We're a community of local and national connections, advocacy, education, inspiration and leadership for women business owners and I saw that you are working to create an incredible business of your own. We'd love to support you! Can we set up a quick Zoom this week so I can share about NAWBO's NextGen opportunities and answer any questions. Or if you prefer, send me your cell and I'll make sure you receive a text with details about our next event. I'd love for you to come for free as my guest! Let me know what works for you!

Social Media Content

[Social Image 1](#)

[Social Image 2](#)

NAWBO HQ-Approved Hashtags to Use:

#NAWBO (general)

#NAWBOWBC (conference)

#NAWBONEXTGEN (next generation)

#NAWBOVOICE (advocacy)

If you have any questions, need additional support or would like access to a past chapter communications toolkit, please reach out to publications@nawbo.org or socialmedia@nawbo.org.