

Get Ready to Spread the Love For Our Organization and Mission

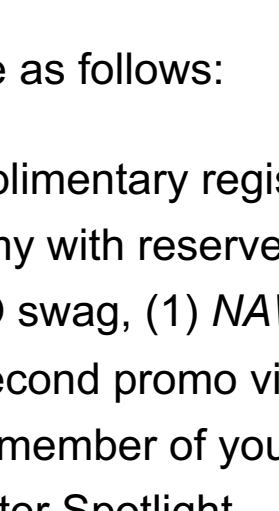
Dear NAWBO Chapter Leaders,

There are so many reasons why women business owners love NAWBO and now is the perfect time to showcase these—during:

NAWBO's 2023 Fall Membership Campaign
Sunday, October 1st-Thursday, November 30th

💖 **NEW MEMBERS JOIN HERE »** 💖

Nationally, this second membership campaign of 2023 will feature videos of members reading aloud their “love letters” to NAWBO and our mission. We will have a booth at the National Women’s Business Conference for those interested in recording one. We will also accept self-recorded videos. Email publications@nawbo.org for guidelines. Please consider how you might build on this campaign locally to amplify our reach and impact.



A few other things to know about this year’s campaign:

SOCIAL MEDIA ENGAGEMENT

Use the following hashtag with all your membership campaign posts:

#JOINNAWBO

Also, be sure to like, comment and share NAWBO HQ’s posts around the campaign and we’ll do the same!

NEW MEMBER & CHAPTER INCENTIVES

For new members...

- \$48 off new member initiation fee (in honor of NAWBO’s 48th anniversary)
- \$48 off NAWBO NextGen annual membership for young entrepreneurs
- Consider offering chapter incentives too—in the past, chapters have offered things like a free event, bottle of wine, website or social media spotlight, leadership book, etc.

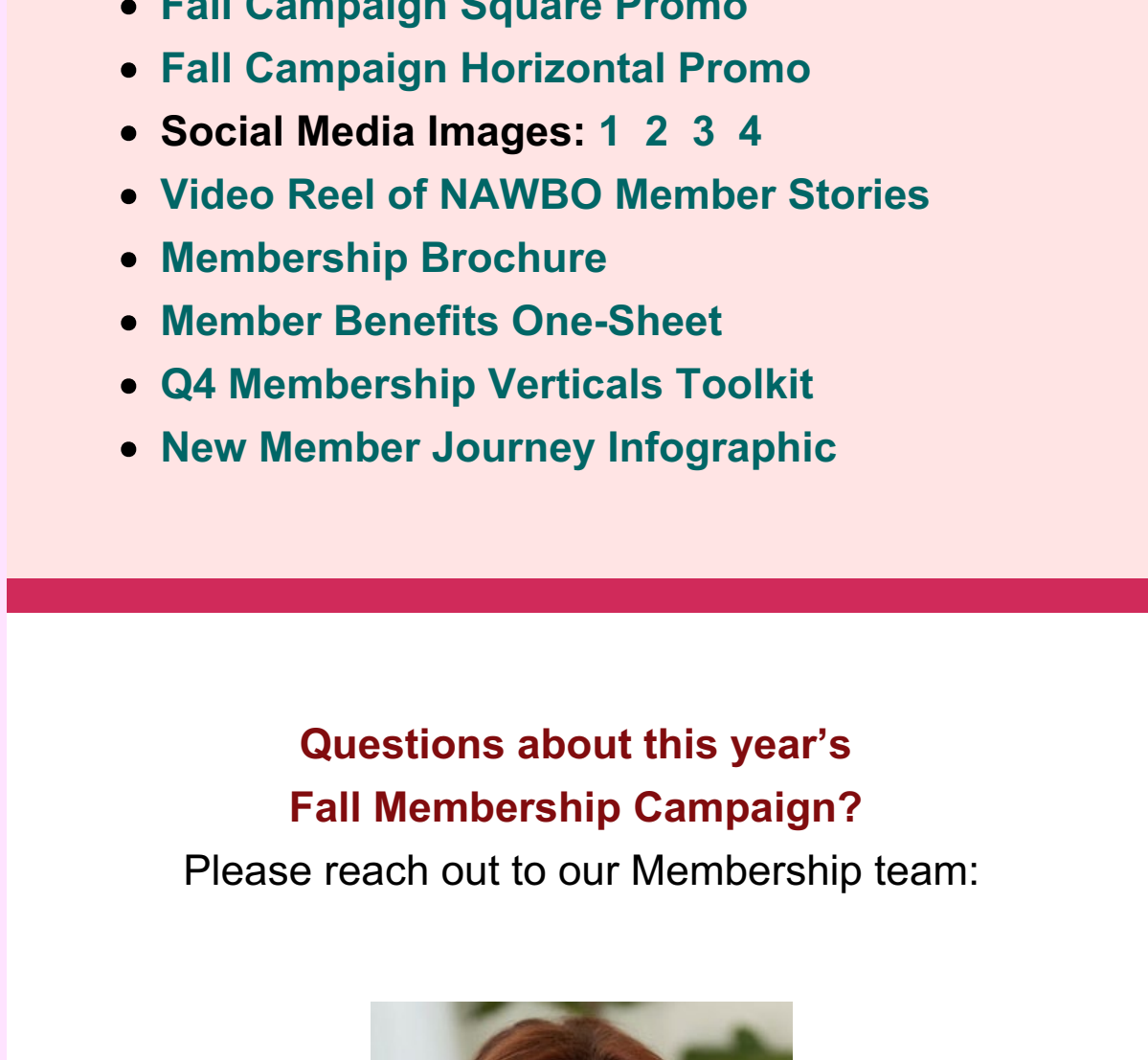
For chapters...

- Chapters are awarded based on overall percentage growth, not number of new members
- We’re awarding 1st, 2nd and 3rd place in each of these chapter categories: Small, Medium and Large
- The awards are as follows:

1st place: (1) complimentary registration to 2024 Leadership Academy with reserved seating, (1) box of surprise NAWBO swag, (1) NAWBO ONE Member Spotlight with 10-second promo video on social media (to give to a member of your choosing) and (1) Leader News Chapter Spotlight

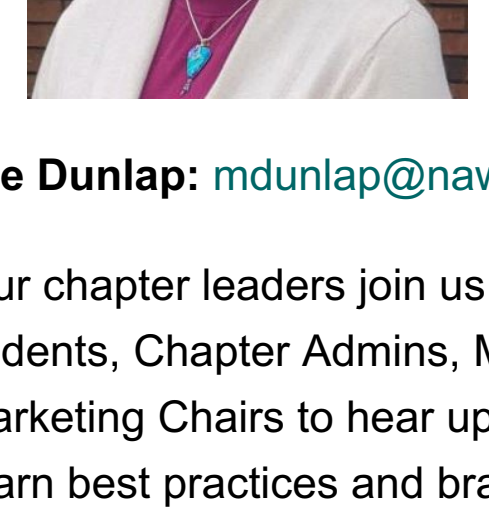
2nd place: (1) complimentary registration to 2024 Leadership Academy with reserved seating and (1) NAWBO ONE Member Spotlight with 10-second promo video on social media (to give to a member of your choosing)

3rd place: (1) complimentary registration to 2024 Leadership Academy with reserved seating



WEBINAR EDUCATION

We will hold several live webinars to help women business owners get to know NAWBO and then get started in their NAWBO journey:



WHY NAWBO? Webinars

Wednesday, October 4 and November 1
at 9 a.m. PT/11 a.m. CT/12 p.m. ET

Learn why NAWBO is the “go-to” premier women’s organization for thousands of women business owners across the U.S. and how to harness it to power your dream.

REGISTER HERE (for October session)

REGISTER HERE (for November session)

Member Orientation

Wednesday, October 25 and November 29
at 9 a.m. PT/11 a.m. CT/12 p.m. ET

Get to know the benefits of belonging, including events, programming and opportunities to increase your company’s visibility. Also, meet a member of NAWBO HQ’s Membership team!

REGISTER HERE (for October session)

REGISTER HERE (for November session)

💖 MARKETING ASSETS 💖

- **Website Banner**
- **Fall Campaign Square Promo**
- **Fall Campaign Horizontal Promo**
- **Social Media Images: 1 2 3 4**
- **Video Reel of NAWBO Member Stories**
- **Membership Brochure**
- **Member Benefits One-Sheet**
- **Q4 Membership Verticals Toolkit**
- **New Member Journey Infographic**

Questions about this year’s Fall Membership Campaign?

Please reach out to our Membership team:

Tonia Chagnon: tchagnon@nawbo.org

Melanie Dunlap: mdunlap@nawbo.org

Also, have your chapter leaders join us for Monthly Calls for Presidents, Chapter Admins, Membership Chairs and Marketing Chairs to hear updates, share successes, learn best practices and brainstorm with one another. Look for dates/times in your monthly *Leader News* or in Sunday’s *NAWBO and You* weekly news digest.

Let’s get ready to spread the love this fall!

Your Team at
NAWBO HQ

nawbo.org

