

Extravaganza Document Pack

Instructions and Schedule

Please read everything here several times to become familiar with what is contained in this document.

Everything here will revolve around this 6 week schedule, week # 6 being your Visitor Day Event:

Week 1- Take one of the 2 Ten-Minute Spots to go over the files (contained in this download) with everyone. Make sure everyone has a copy of all the files. Go over the process to make sure everyone understands what is expected of them. You may even want to distribute your own copy of the schedule.

Announce that the first list of 20 names, phone numbers and addresses are due next week.

Week 2- Collect the 20 names and addresses from everyone. Check off that everyone completed the task and hand them back. Announce that the second batch of 20 names, phone and addresses are due next week along with turning in their first batch of 20 completed letters.

Week 3- Collect the second list of 20 names, check them off the way you did last week, and hand them back. Collect the first batch of 20 letters and mail them after the meeting. Announce that the second batch of letters is due next week, along with the call sheets from the first list.

Week 4- Collect the second batch of letters and mail them after the meeting. Collect and check off the call sheets from the first batch of 20 calls. Announce that the call sheets from the second batch are due next week. Next week everyone should have a complete list of the forty people they sent letters to and called. They should also have recorded what each status is, i.e. “maybe”, “not interested”, “will attend”, “left message”, etc.

Week 5- Everyone should have their list of prospects. This week everyone should switch their lists with someone else. Announce that everyone needs to call the prospects on the list they now have and get a count of how many will be attending. Pass this information onto the Chapter Event Coordinator by Monday.

Week 6- Extravaganza Event

Other advice & explanation

- Week 1-** It would be best to have all of the files distributed before this week. I have saved the documents here in older forms of Microsoft Office programs such as Word and Excel. Only one person should edit the form letter and distribute it. This will prevent different versions and errors. The only editing that should be done by individuals are items like their phone number, signature, etc.
- Week 2-** The important thing here is that everyone has done their lists of names, professions, addresses and phone numbers. There should be 20, unless some other number has been decided on; we recommend 20. There is no required form that should be used to make these lists on as long as the required information is included. Included in this document pack is a prospect list Excel file (.xls). This can be used to track prospects. Please remember to remind everyone that just because there is only line for each profession, that they can (and should be encouraged) to invite more than one. This document can be manipulated accordingly.
- Week 3-** When letters are handed in, they should be on company letterhead and signed by the individual chapter member. Please note that some members may have “compliance issues.” It is acceptable for these members to just write a business letter from themselves personally with no letterhead. The letters should not be stamped, **BNI pays the postage**. Arrange with your local director to have them mailed after the meeting. Another thing to have in place is a few members who are good with computers, mail merges, etc. See if they can make themselves available to anyone who may have trouble.
- Week 4-** As members make their first batch of twenty calls, they should return to the next meeting with their results. They can track these on the sheets that they did their original list of twenty, or they can begin using the file called “follow-up sheet.” They can also refer to the “scripts” file for what they might say during various types of phone calls. On the first call, leaving a phone message is acceptable.
- Week 5-** On week 5, everyone has now written and mailed 40 letters and made 40 preliminary phone calls. They should now have the results in a neat and legible table. Here I highly recommend using the follow-up sheet. They do not have to include and firm “no’s” they have already gotten. Everyone leaves the meeting with someone else’s sheet to do the final set off calls. The purpose of these calls is to nail people down to get a confirmation of whether they are coming or not, and to get an accurate head count. You

may need to make several calls, since just leaving a message is not going to do it this time. These results must be given to the Event Coordinator in time to give a final count to the facility.

Week 6- The details of Week 6 should be worked out with the director coming to your event ahead of time.

Please begin a dialogue with Local Director and your Regional Event Coordinator. They can give much more advice than is given here. Remember to remind your members often that the time they are spending now is not just to get a few more visitors, not to get a new member or two, it is to get more referrals in the coming year(s). If they get just one or two referrals in the next year due to their efforts, what is it worth to them in dollars?

Bill Downs
Regional Event Coordinator
(732) 241-3516
bdowns@bninj.com