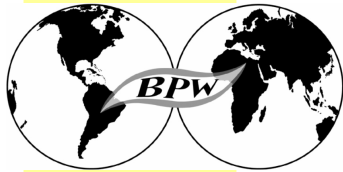


*Young BPW
Europe*

BPW INTERNATIONAL
Business & Professional Women

Young BPW Guide

**to recruit
new BPW Members**



**Young BPW
Europe**

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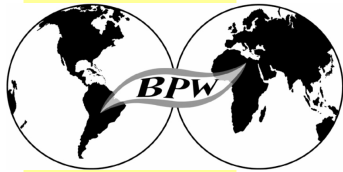
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**Young BPW
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Introduction: How to use this guide

This guide has been developed from the personal experience of Young BPW from different BPW Clubs. It is presented as an aid and collection of ideas for all BPW Clubs, who want to increase their membership of women under 35 years of age; regardless if a club already has active Young BPW or not.

...for the Club Board

Based on numerous discussions, it has come to our attention that it is becoming more difficult for BPW Germany, as for most other Organizations, to acquire new young members, to whom we can pass on our ideas. Because of this, the BPW Boards, especially from clubs that have worked intensively with this question, we want to offer a first hand collection of ideas and instruments that will appeal to our targeted young women.

...for the Young BPW Points of Contact in the clubs

In addition to the above, we want to support these Young BPW representatives or coordinators in the clubs with our thoughts and suggestions and provide them with the instruments to professionalize their work in gaining new members.

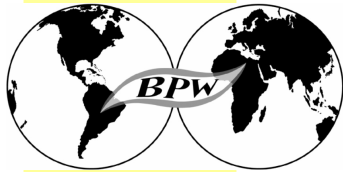
...and for everybody!

The guide show cases of useful ideas from different clubs but is of course not a complete list. There are certainly other ideas in many Young BPW groups that we have not listed here. A particular club has material or other ideas through the themes presented here it would certainly be beneficial if they provide this information so that it could be included in future versions of this guide.

We wish everyone working with the subject "recruitment of new members" great success.

For Young BPW Europe

Viktoria Balensiefen



**Young BPW
Europe**

1. Seven theses to recruit Young BPW members

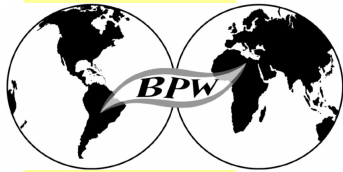
Young women have no interest in becoming engaged in an organization? They are too preoccupied with their job or balancing their children with their careers? Or they only inquire superficially and without commitment into the multiple activities such as networking and other possibilities for their free time?

Our opinion – and that is the opinion of the young members of the BPW - is: precisely in the actual professional situation BPW is of great assistance. We think that BPW offers a very attractive program especially for young women and we want to pass on this experience professionally to non members.

In the following chapters we emphasize again and again on what young women focus in detail when they decide to become engaged in our network. The following is a summary of the significant factors:

1. **Career and development counts:** The main motivating factor for young women to join BPW is to use the network to further themselves professionally and personally.
2. **Experience counts:** young women build on the experience of women that have already reached their goal. They are especially interested in contact with role models and mentors.
3. **Personal contact counts:** young women value personal exchange with others and expect an open environment in which they will be individually integrated.
4. **Atmosphere counts:** young women prefer an unstructured exchange in a relaxed atmosphere which is what they find in the organizational concept of Young BPW.
5. **Engagement counts:** Through their engagement in BPW young women can gather experience that will provide concrete benefits in their profession. In this case they rely on the participation and involvement of all members.
6. **Communication counts:** young women professionally use the possibilities provided by new media for international networking, knowledge management and the exchange of best practices – as expressed in the introduction.
7. **Networking is in!** Especially young women have a strong self image for the value of personal contact which, based on questionnaires, is more important for their careers than pure job related knowledge.

This guide describes steps on the path to acquiring young women – from the generation of new contacts to the integration of new members in the club – and how with these steps we can pass on the idea of BPW to young women.



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2. Generating new contacts

2.1. “Conquering new territories” – contact to women under 35

In a BPW club it is often relatively easy to approach women and interest them for BPW when they are in a comparative age or comparative life situation as the members. One gets to know each other at work, at friends or at leisure activities. Thus, a common base for communication is quickly established. Thus groups with a relatively homogenous age structure develop.

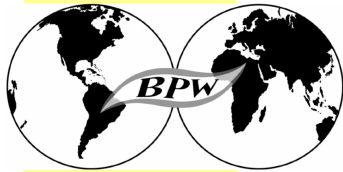
If this situation is found through out the club, this uniformity normally leads to a very harmonious club. However it can also result in a reduction of the possibilities to exchange experience and provide inside into life situations for women from other age groups.

The recruitment of young women is therefore especially important for the following reasons:

- To secure the future of the club
- A continuous modernization and confrontation with new trends, themes and ideas that young women will bring to the club
- Exchange of experiences and reciprocal learning

As stated above, the recruitment of women from a completely different age group does not occur automatically from existing personal contacts; but requires a special strategy. This chapter provides answers and suggestions to the following questions:

- Where do I find potential members under the age of 35?
- How can I best interest them in BPW membership?
- Which activities, materials and themes are especially appropriate



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2.2 Universities and Colleges

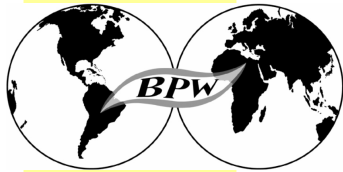
The BPW target group in universities and colleges are female students in the upper semesters, which are going to plan their entry into a profession actively.

The majority of female students have little awareness of subjects dealing with gender as it is mostly given at the universities and colleges. Therefore female students will not necessarily, of their own initiative, seek out a network of equally mind women. Often we can interest female students better with other themes for example mentoring, contact to women with professional experience, help by entry into a profession, and access to international contacts. The subjects for flyers and lectures on universities and colleges are for example:

- Mentoring
- Tips for entry into a profession (e.g. how to apply properly, a view into the work world and special branches)
- Skills for young professionals
- Career planning for women
- Nationwide networking (university graduates often find their first position outside of their home town or university city)
- International networking (e.g. help in obtaining a semester abroad or by travel)

It is preferable, to build contacts to persons or groups in the university or college who can be a multiplier. Possible methods to reach these contacts are as follows:

- Build personal contacts (e.g. invite them to BPW meetings)
- Use the contacts as a multiplier
- Distribute flyers
- Announce BPW meetings
- Offer BPW lectures or other events in the university or college



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Possible contacts and activities are:

Points of Contact

Possible activities

Women's representative

Offer lectures in the areas outside of the normal studies such as rhetoric courses, self defense, application training and themes such as mentoring

Faculties

Use direct contact to female students as a multiplier, offer lectures during the orientation phase for new students (the goal: show your presents, make BPW known). Lectures at Alumni-functions (these can partially be used as preparation for selecting a profession for advance students).

Student societies

Direct contact to female students, offer internship in BPW companies, help establish international contacts, have an information stand at fairs and events, possibly have an information stand at fairs and celebrations, advertise in the university newspaper

Bonding-/ Graduate functions

Use as a multiplier, offer lectures and (local) fairs Mentoring as an aid to entry professions, participation on podium discussions, have an information stand at fairs

Coordination point for foreign exchange and studies

Use as a multiplier, provide international contact to resolve specific questions, pass out flyer

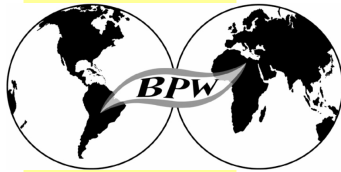
Alumni-Program/ Events

Offer lectures

University teams of labour office

Use as a multiplier, offer lectures, pass out flyer

Private universities and colleges often have a somewhat different structure to maintain contacts to the industry. Here personal contact is very important in order to determine where BPW can best position itself.



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2.3. Professional, administrative and economic academies

Women in professional academies, in comparison to students of the university, are often already in a profession and have experience with the subjects of gender. Therefore they are logically an ideal target group for Young BPW. Otherwise the same main points and activities apply that where used for universities and colleges.

2.4. Chamber of Commerce

Various functions or opportunities can be used in the Chamber of Commerce to present BPW:

- Lecture/ discussion groups in the area of training or instruction (e.g. short lectures about networking/ mentoring) in order to inform the future trainer about the subject.
- Chamber of Commerce career day functions

2.5. Companies with internal career networks

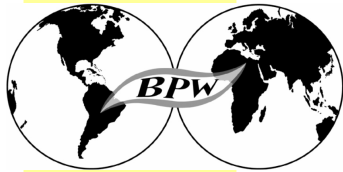
To local firms contact can be started, for example, with the office that concentrates on the subjects of women in the company. Such offices have different names, for example:

- Women's representative
- Equal opportunities representative
- Office for diversity management
- Human Resources (for questions such as work-life-balance, support for working parents, child care, flexible working times etc.)

It is possible that such firms have a program aimed at supporting young women which can provide information about BPW.

2.6. Use of family traditions

Last but not least, in the past it has always been proved, that young women are made aware by their mothers or other female relatives or acquaintances of the older generation. Here as everywhere personal contact play a very important role.



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3. Initial contact with Prospects

3.1. Transmitting the idea of BPW

Women who contact BPW are seeking the “ideal” network, new contacts and individuals with experience. They often have no idea about the functioning of a women network and which goals BPW seeks. Many women try several networks and decide for that network in which they feel most comfortable.

The aim of BPW must be attractive for the prospect. In the end however, they will decide for the network in which they feel most comfortable and that decision will be greatly influenced by the BPW members in the respective club.

Contact via a homepage

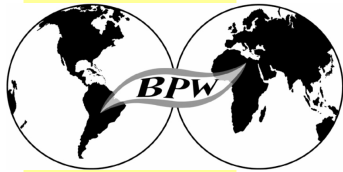
Young women are accustomed to obtain information from the internet. Therefore the initial impression of BPW obtained by potential members is often from the respective BPW national website or from the local club sites. If a club has no homepage than it has omitted an important element in communicating with young potential members!

The website should showcase BPW projects that are of special interest for young women (e.g. the mentoring project). A brief overview of local Young BPW activities or a link to the respective BPW national homepage can provide the best view of the “young side of BPW”.

The special advantages of BPW for young women

Regardless if the contact is via the homepage, per email or on the telephone – it is helpful to have the most important arguments on hand which address the special advantages of BPW for young women:

- Our nationwide Mentoring program
- Support by entry into a profession and career planning
- Profiting from the experience of others and a closely woven network of various contacts
- Theme oriented workshops and seminars
- The possibility for global engagement within BPW
- National and international meetings/ congresses to exchange experiences/ ideas and “get-to-know-each-other” personally
- Young BPW as a program to support management trainees



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Apropos management trainees:

We can provide young women who are important for the club and are serious about management training by ensuring that a woman under 35 years is member of the board of a specific club. Many young women have made the experience that their career chances are influenced by their young age as well as their gender. With BPW, young women can develop and assume authority.

3.2. How can Young BPW assure a professional contact?

3.2. a Contact with the Young BPW representative

To professionally manage all the prospects, it is important that each club appoints one woman as the Young BPW coordinator. All questions from young prospects will be directed to her. A functional Young BPW email account such as young-bpw@bpw-examplecity.com can be used by all parties. This facilitates the transfer of information to any other responsible person or representative. However it must be specified who is responsible to answer questions in a timely manner. Many prospects introduce themselves in their initial email. To prepare for the first contact at a meeting it can be helpful if the Young BPW coordinator has the name and or profession on hand so that the initial meeting can be guided in the most productive direction.

Professional formulation of responses

The initial response to interested parties should include an invitation to the next meeting. Any standard response should include basic information about the BPW and the Young BPW while still retaining a personal style that reflex the responsible individual (see the example at Annex 1).

In addition more information can be included as Annexes that will inform the interested parties about Young BPW and rise their interest in learning more about the club. The following are helpful in this case:

- A separate information page with regard to Young BPW and BPW (see Annex 2)
- An article about a club member from the region (this can be obtained from the club representative for press- and public relations).
- An article about BPW national or BPW international (these are available from the homepage as downloads).
- An actual edition of a Young BPW newsletter
- An actual semi-yearly program from the local club



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...Appetite for more BPW?

Any initial contact should awaken the applicant's appetite for more. Long emails are not normal in the business world. Therefore the answer should be brief and should not contain more than three attachments (pay attention to their size!). A link can lead to a website where additional information may be downloaded.

Attention: In some cases the applicants may already have had contact with the national Young BPW representative, who has informed the prospect already about the next local club and the local coordinator. Than any attached information should be tailored to the situation (see Annex 3).

3.2.b Regular invitations to events

In addition to the half-yearly programmes you can send a special invitation to members and prospective members a week before each meeting. In this invitation you can elaborate on the topic of the meeting (see attachment 4).

Some clubs ask prospective members to register for an event. This makes it easier for the organisers to know how many people will attend the meeting. If there is an entrance fee, you should mention it in the invitation to avoid misunderstandings.

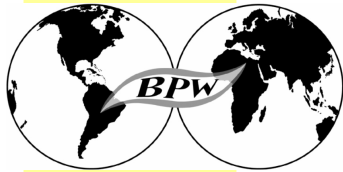
Each Young BPW coordinator should keep two mailing lists: one for members and prospectives to send them invitations to events. And another list for members only in order to send confidential information to members only.

Some clubs send invitations to members-only events to prospective members as well to show them the advantages of joining. This has led some people to join spontaneously!

How to keep a mailing list of prospective members

This mailing list should be maintained by the Young BPW representative herself, as all enquiries will be directed to her. All prospective members will be included in the list.

You can also ask the prospective members if they want to be included in the mailing list and so receive further information. By this, the inclusion in the list is presented as an offer – that most of the time is readily accepted by the prospective members.



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Asking them is important so that the women aren't flooded with undesired e-mails. And it also makes sure that our information is sent only to those who are really interested. If you have sent several e-mails to a prospective member and have never heard from her in return, you can take her address off the list after checking with her first.

It is also important to regularly coordinate the mailing list with the BPW mailing list to be able to invite prospective Young BPW members to open BPW events.

How to keep a mailing list of members

In this case it is necessary to work closely with the board and to exchange the following information:

- Has a prospective member joined BPW?
- Has a Young BPW member turned 35? (in most clubs, however, there is no age limit for Young BPW events)
- Is there a new BPW member under 35 that is not yet on the Young BPW mailing list?
- Has a member under 35 left the club?

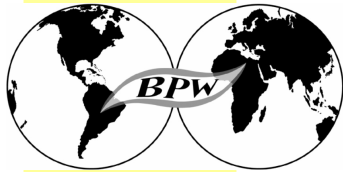
From the national Young BPW representative, members of the Young BPW list receive invitations to Young BPW meetings; information and invitation to specific Young BPW events and to national and international meetings. Therefore national Young BPW representative should regularly receive an update of the local Young BPW member list.

4. First attendance

4.1. Is our club life attractive to young women?

"You never get a second chance to make a first impression!" – The first attendance of a BPW club meeting or a Young BPW event determines if a prospective member feels attracted to club, integrated in the network and plans to attend again.

Let's take a step back and consider: How do we appear to others, especially to young women?



**Young BPW
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How can we convey the BPW idea at our meetings?

At each event the organiser should find a good mixture of information about BPW and Young BPW in general and the networking or discussion of the evening's topic. Young women want to get to know the ideas and aims of the club whose event they attend. But at the same time they are critical of an all too obvious clubbability, especially if they attend an event for the first time. You can make a much better impression, if you tell a prospective member in a personal conversation what you like about BPW and Young BPW.

Do we appear as a self-contained group or do newcomers feel accepted?

Many young women feel a little unsure when they first attend a meeting and are happy about a friendly and open welcome and integration in the group. Therefore all members should actively approach newcomers.

The topics of the conversation or meeting lead to new questions, e.g. in which topics the prospective members would be interested, if they are familiar with the mentoring programme and so on.

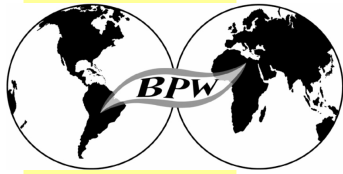
Are our events attractive to young women?

Many young women are very committed to their job and carefully consider if they really want to go to another event in their evenings. Deciding on a BPW event is often not easy, as it has to compete with spending time with a partner or children, time at the gym or just a lazy night on the sofa. Many young women carefully consider what they can get out of such an evening. So it is important to think about this, when you are planning an event. Important factors to consider are a topic of interest, a welcoming and personal invitation, a location that is easy to reach and a realistic schedule.

The event should not begin earlier than 7 pm, as people often work until 7 pm or later. The location should be attractive to young women, that is either modern and comfortable (for informal meetings) or professional (for talks and presentations). Another important factor is a good balance between a pleasant location and affordable prices.

Does our programme include “young” topics?

Discussing topics that are interesting to young women is an important factor in making women under 35 interested in Young BPW. Appropriate topics are topics that help young women with their career or topics that relate to their personal environment – both professional and private (For a collection of successful topics see attachment 6: collection of topics Young BPW).



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How do we communicate with each other?

For prospects it is important to see how BPW members treat each other and communicate with each other. Usually Young BPW call each other by their first names. Some representatives mention this to the group at the beginning of an event, others tell the prospective members personally.

The way how discussions are held is also important as it says a lot about the group: Does everybody get a word in? How does the group deal with different opinions? How much space does every woman get in a discussion? When does the discussion leader intervene? Are criticism and suggestions for improvement taken seriously? What is the quality of the discussion?

4.2. Events for Young BPW

4.2.a Young BPW informal meetings and other types of events

Informal meetings with a set topic

One type of event for Young BPW that has been well received in many clubs is an informal meeting to get to know each other and do some networking. Many young women like the informal and personal atmosphere of these meetings.

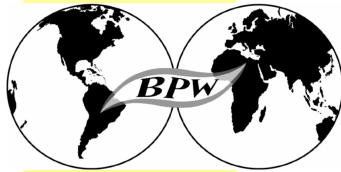
Another typical characteristic of the Young BPW informal meeting are current topics that are relevant to the professional life of young women. These topics are chosen and carried out by the members. If everybody participates actively, the Young BPW representative's job gets easier and the young women feel part of the club.

The topics of informal meetings mostly take the shape of an open discussion – not a talk or presentation – with a short introductory talk. Attendants may eat and drink during both the introduction and the discussion. On the one hand this contributes to a relaxed atmosphere, but on the other hand there can be quite a few interruptions.

Informal meetings without a topic

Because networking is so important there should be additional informal meetings without a set agenda, whose sole purpose is conversation and getting to know each other.

A good time for these evenings is the end of a half-year or during school holidays. They can also be used for planning and choosing new topics or for discussing how the organisation of the meetings can be improved, if necessary.



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Events for prospective members

Events that are organised particularly for prospective members are a professional platform to introduce Young BPW and answer questions in greater detail. A good way to attract people is a topic that is of particular interest to prospective members, like for example the mentoring programme. An event on the weekend, for example a brunch meeting, will give you more time for this than an event after a long day of work and with a discussion about a set topic (see attachment 5: Brunch for prospective members).

Other types of events

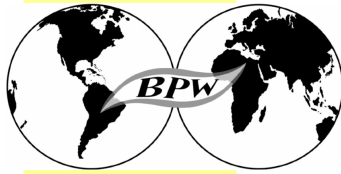
A good idea to get to know each other on a more personal level or to conclude a BPW year are excursions or daytrips that don't necessarily have to focus on professional themes. Taking place on a Saturday or Sunday, they can be a pleasant change in the programme. Good examples for such events are a day at the spa, an outdoor event or a wine tasting party.

Why should there be separate events for Young BPW?

Special events for Young BPW are an additional offer within club life, just as there are separate events for entrepreneurs or women who start their own business. Women in similar circumstances feel closer to each other and have shared interests. At the same time they can benefit from experiences of women in other stages of their lives or other careers in normal club life and can thus broaden their perspectives.

To integrate the interests of the various sub-groups it is important that the Young BPW coordinator is in close contact with the board of the club or is even part of the board or at least an observer. Common meetings can help to advance integration (e.g. after a Young BPW group has been founded). For example all club members can be invited to Young BPW meetings or BPW members can give presentations at Young BPW meetings. Another good way to bring the groups closer together are common events that primarily serve the purpose of getting to know each other better, for example an evening where all members are introduced and then can talk to each other.

An active Young BPW group is an important part of BPW. And an attractive and lively Young BPW meeting is a very good way to attract young women to BPW and so helps BPW in general.



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4.2.b Finding topics and setting up a programme

Finding topics

The Young BPW programme pays great attention to the desires and interests of its members. By having a large number of members taking part in setting up the programme we can verify that the topics are of interest to all or most members.

Some ways of finding topics are:

- an application form that asks after topics of interest
- a “wish-list”, on which members and prospective members can write down topics that are of particular interest to them
- BPW projects like the mentoring programme or success meetings
- current articles in papers and magazines or local events
- programmes of other clubs
- “long-runners” that can be turned into a series of events, e.g. role models

A list of tried and successful topics can be found in attachment 6.

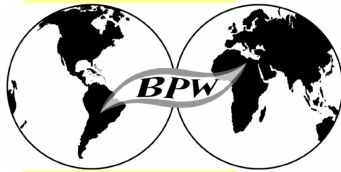
At the moment most German Young BPW are between 30 and 35 years old. This leads us to the question: Do we have any topics to attract even younger women (between 18 and 25)? Which topics could this be? Are our events as they are at the moment at all interesting for women between 18 and 25?

It is important that the programme is well-balanced:

- between different areas (e.g. business, politics, personality, culture)
- between different groups of interests within BPW (new business owners, employees, working mothers, graduates etc.)
- between events that are open to prospective members and members-only events (so that Young BPW is open to new members but at the same time held together from the inside)

Execution

The suggestions for topics can at first be of a purely speculative nature – “to invite person X” – maybe there is someone who knows how to get in touch? Or of a more definite nature, if somebody knows a woman with an exceptional career or in an interesting position. Or if somebody is personally involved in a particular topic and wants to tell the others about it.



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The responsibility for the single events lies with the individual members, who sign up (or are asked to take part) because they are personally involved with the topic or know a potential speaker. The more members help with this job, the more professional and varied the evenings get. And it also makes the job easier for the Young BPW representative, as she has more time to keep the group together and represent Young BPW to the outside world.

Speakers

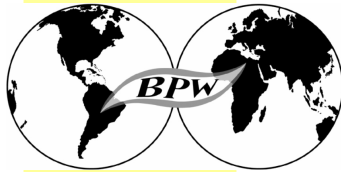
When looking for speakers for the informal meetings, it makes sense to look within BPW first. Aim for an informal exchange. Events with speakers from outside BPW should be held within the general club programme.

- The members of the local club are the first choice for possible speakers. This cooperation also makes the group come closer together.
- Speakers from outside the clubs are often found through Young BPW or prospective members. Sometimes members or prospective members offer to negotiate with a speaker. Many speakers offer their services free of charge because they like the idea of Young BPW or want to meet new people.
- Young BPW or prospective members can also talk about a topic from their own professional life or which is on their mind at the moment. The informal atmosphere is a fantastic opportunity to “rehearse” for an appearance before a larger audience. Because discussion is an important part of the evening, there isn’t too much work involved in the preparation.

And what about money?

In some clubs, e.g. in Frankfurt/Main, a prospective member pays an entrance fee of 5,- € to each meeting, because some women enjoy attending the meetings, but do not seriously consider joining BPW. In other clubs the informal meetings are free or non-members make a voluntary donation. In each case the money is handed on to the club’s treasurer.

The speaker usually doesn’t get any money, unless it is a really special event, e.g. a workshop. The club however pays for the speaker’s meal and drinks and gives her a bouquet of flowers or another small present.



**Young BPW
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4.3. Running a Young BPW event

4.3.a Welcoming and introduction

Before the beginning of the event there should be enough time for the Young BPW coordinator to welcome the prospects personally. Sometimes non-members have to pay an entrance fee.

At meetings with a set topic it is particularly important that a club member – not necessarily the Young BPW coordinator – takes on the responsibility of leading through the evening. This means organising the event, introducing the speaker and her topic, leading the discussion and saying thank you in the end.

The coordinator starts the evening by introducing herself and the evening's programme. If not everybody knows each other, there should be short introductions. Before the program starts, the coordinator introduces Young BPW and BPW. She should also inform the women about the next BPW event or larger meetings to make them interested in BPW.

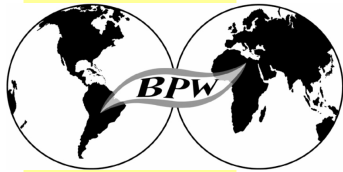
Further information about BPW, like the Young BPW brochure or the half-yearly programme can be taken home.

4.3.b Making personal contact

All members – not only the Young BPW coordinator – should actively approach newcomers and make them take part in the evening. There isn't enough time for the Young BPW representative to talk to everybody and it also doesn't make a good impression if the majority of members keeps purely passive.

An attendance list for each meeting is a good way to obtain the e-mail-addresses for the mailing list and find out how the prospective members heard about Young BPW (that's important i for your PR-work). It makes sense to continue this list as an excel file so that you can see how often a prospective members has attended events.

Another good idea is to ask prospective members a few days after the event by phone or e-mail if they enjoyed the evening. So you can stay in touch with her.



**Young BPW
Europe**

5. From being a prospective member to becoming a member

5.1. Benefits of BPW membership from the point-of-view of young women

How can we turn prospects into members? There are a many advantages of becoming a member:

- The mentoring project is only open to members.
- Young BPW keep easily in touch per e-mail! If you are a member, you receive lots of useful information, e.g. about job vacancies.
- Members pay a reduced fee to national and international meetings. Young BPW always has its own meetings at these events. In addition everybody can join a task force of their choice.
- As BPW is an adviser to the UN and the Council of Europe, it can influence decisions about the rights of and chances for women. Members who are interested in these questions can work on them in task forces or projects.
- The most convincing argument is the personal contact to all the BPW member – both local and all over the world.

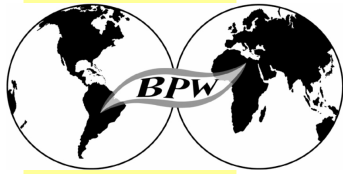
5.2. Non-committal attendance

Newcomers or prospective members may attend BPW or Young BPW events without any commitment and so can get to know BPW. But we do not consider ourselves as an organiser of events where you can show up as you like. Therefore Young BPW coordinator should make prospects understand that they can only attend a certain amount of times without joining BPW.

If a woman seems seriously interested in the club, she is asked to join. Usually Young BPW asks a prospective member after she has attended three Young BPW events. An attendance list will help you to keep track of this.

This is not only a way of controlling attendance – prospects do see that somebody remembers them and talks to them about this. Because nobody takes part in all events and nobody can remember all the new faces, a continued attendance list is a good way to help your memory.

At the same time you should mention that it is not possible to attend all the events without actually joining BPW. If a newcomer wants to take time to think, she should not be denied it. But in general she should not be allowed to attend much more than three events without actually joining – this is only fair to the other members.



Young BPW Europe

It is desirable – although not strictly necessary – that a prospective member has attended other events than only Young BPW events, e.g. regular club events. So she has a chance to get to know the whole range of BPW and the board has a chance to meet the prospective member.

5.3. Talking about joining

A prospect who could become a member usually reacts positively to the question if they want to join (“I think you’d be just perfect for our club!”). If she has further questions or reservations, you can talk about them immediately.

If you want to talk about membership, you can also phone the prospective member, so you can talk in private and answer further questions. Before you do that, check with the board – maybe the prospective member has joined already!

The actual application consists of sending the prospect the application form. The board decides whether a woman can join the club. If the prospect asks for a reduced application fee, you are not allowed to comment on this. This question is to be answered by the board.

5.4. Welcome to the Club!

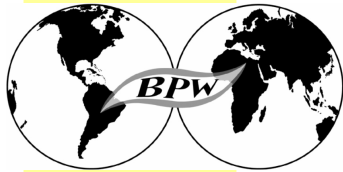
A formal reception ceremony brings the members closer together and is an easy way for the newcomers to meet the other members. This welcoming is particularly important for Young BPW to get in touch with the “rest of the club”.

Many clubs officially welcome the new members at the first event after the new member has joined. The new member may introduce herself (maybe with some personal and professional details and her reasons for joining BPW) and is then welcomed by the chairwoman or her substitute.

BPW Switzerland had a really good idea: Every new member gets a package of BPW calling cards as a welcoming present! That’s certainly a good investment, as calling cards help all members to represent BPW to others.

A “godmother” in the club – a way to bring generations together

Another good way to integrate a young woman into the club is to assign her a “godmother”, an “older” member of the club. The newcomer can turn to her to ask her questions and is also in touch with her outside the club. The “godmother” can tell the newcomer how to take part in club life and help her get in touch with other members.



**Young BPW
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5.5. Information about introduction into the club life (not only) for young women

Sometimes new members find the networking on the various levels of BPW a little hard to understand. Especially young women want to engage in the organisation which they have just joined and desire more transparency to be able to recognise the structures behind it.

A welcoming folder with the most important information, names and addresses helps new members find their way and soon feel at home with BPW. Maybe “old” members can learn from this as well?

This folder may contain:

a) Information about local club life

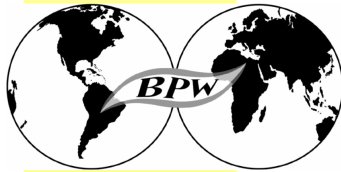
- welcoming letter
- list of club members
- statutes
- profiles of the members of the board and their tasks
- current programme (also of other clubs in the vicinity) and current BPW events
- description about club life: rules of the (local) club, attendance, expectations, commitment etc.
- form for ideas and suggestions, that can be submitted to the board

b) Information about BPW national and international

- overview of the structure of BPW (local – national – international), including the representative websites
 - overview of the possibility to be an active part of BPW, e.g. through
 - international participation in the Council of Europe and the UN
 - various task forces
 - topics and projects (Mentoring, Water, Afghanistan)
- overview of the various kinds of meetings (national meetings, regional meetings, international meetings etc.)

c) Administrative information

- list of who is responsible for
 - the log-in for the members’ area on the website
 - the journal
 - other newsletters (international, Young BPW Europe)
 - the “yellow pages”
 - various mailing lists
- Information leaflet “BPW and taxes” with questions like “Is the participation fee for a congress tax-deductible?”



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Europe**

- form of the national board so that the new member is included in the file of all members

6. Conclusion: Active Young BPW – encourage to show initiative

6.1. Further development due to engagement with the BPW

One of our basic rules is: a network works only on the principle of give and take. Many of us have made the experience, that only by actively participating in the club life we can take full advantage of the network and continue our personal und professional development.

The greatest advantage of BPW is the variety of the numerous topics to choose from if you want to become active and in what way and intensity you wish to participate at this point in time. You can gain practical experience also on international level, which can be very helpful for your professional career. In this respect Young BPW is a program to advance/promote young leaders.

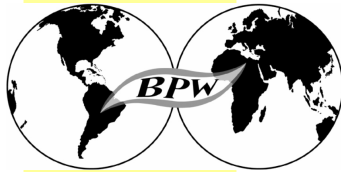
6.2. Involving members in the Young BPW work

On the other hand we have experienced that many potential new members were at first put off hearing about “even more work”. Our suggestion is therefore: The motivation for joining BPW in first place is the idea to take advantage of the network for ones individual career and get contacts. Only in some rare cases potential members are directly motivated to realise personal ideas by running for an honorary office.

In any case: we are professional women, any kind of honorary office needs to be harmonized with an – often demanding – job.

Therefore, it is very important to encourage the new members to take on small individual tasks (e.g. making contact with a potential speaker, place flyers in frequently visited locations, informing their own circle of friends about BPW activities with the same kind of flyers).

It is helpful to define individual task in each club and maybe create a list with all items. This way every member can choose the task which is suitable and doable for her and also is in line with her field of interest and talent. A lively club-life is definitely better supported by several women doing several small jobs, than just a few women doing all the work.



**Young BPW
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6.3. Requirements for Young BPW members

How much engagement should we request from (new) members, and how can we communicate our expectations we have to our potential members? Here are some suggestions:

- Our target group are professional active women, who want to share their knowledge and experience with others, in order to advance each other. Our network only works, if everyone contributes their talents, capability and contacts.
- The continuous participation is surely recommendable, we do not know of a BPW club which makes it compulsory.
- Small tasks should be taken up by every member. Active members can approach others directly and ask them for support. Organizing sub committees for different goals is a very good way to involve other members outside the executive committee. Another possibility is to open an executive meeting for ordinary members.
- At any suitable time and place the club should be represented by using flyers or business cards and the idea of BPW should be sprat by all members.

Contact

After having successfully integrated our new member into BPW and increased our network we wish you a lot of fun experimenting with our suggestions!

While working on this guideline we have learned a lot about: the idea of BPW, the different shapes/sizes/forms it comes in when looking at the different clubs and how can it be done.

Please contact us with further ideas, tips or further thoughts. In order to continuously complete this guideline we are looking forward to adding your information about successful steps you have taken.



**Young BPW
Europe**

Appendix 1: First Contact

Dear Ms ...,

Thank you very much for your interest in BPW! We are happy to invite you as a potential member to take part in our events and to get to know the club further.

The next Young BPW evening is taking place tonight at 7.30 pm. The topic is going to be "Business Professional Women's Books: Best sellers of specialist literature and light fiction" (Discussion, run by: Anne Example)

During the discussion we would like to raise the following questions:

- Which books motivate you generally for your professional and your personal development? (Advisors, novels, specialist literature)
- Do you read job relevant literature without necessity?
- Do books replace seminars?
- Which type of light literature do you take serious? (e.g. journals)

Not to forget the usual informal networking and individual exchange!

Location: Café del Mar

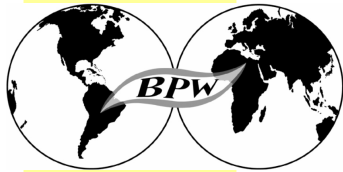
Fee: according to your own judgement to cover costs, members free

The next club evening coming up Tuesday, 04.05.04, Bonn, has the topic "Consequences of the new Hartz-Law on the professional career of women". We are going to start meeting for informal networking at 6.00 pm, while the talk starts at 7.30 pm. (Location: Café del Mar, Fee: €8,00, members free)

The complete program for this year you will find on our website www.bpw-xxx.com. If you want we add your name to our mailing list and you will get regularly the most up-to-date information regarding our activities. Furthermore, it is worthwhile visiting our re-vamped national and international website (see addresses at the end of this mail).

In addition, I have added some general Information about BPW. For further questions you are welcome to call on me directly. I am looking forward to meeting you personally at our events – maybe spontaneously tonight or the very next possibility!

Warm regards,



**Young BPW
Europe**

Appendix 2: Starter Information

Young BPW – professional women up to the age of 35 years

What does Young BPW stand for?

Young BPW is a network for professional women up to the age of 35, who consciously plan their professional career. As integrated part of BPW (Business and Professional Women) Germany or any other country, Young BPW is part of an international network of women, having the goal to promote and support women in order to fill more decision making positions in business and politics with capable and motivated women.

BPW Germany is up to now the only German network giving a platform especially to young women.

What does Young BPW has to offer?

Young BPW offers a platform to exchange experiences and get support from each other for professional as well as private development.

- By networking in informal settings
- By giving successful role models and a mentoring program
- Providing a Europe wide and world wide network using email and internet

Getting involved with our organisation offers you a lot: new contacts, continuous learning which is easily transferable into your business, getting out of your trots, professionalism, and last but not least a lot of fun!

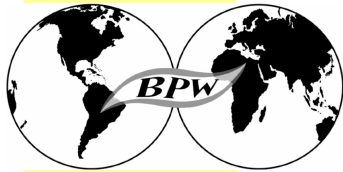
Become a member!

You become a member by joining your regional club. If you want, you first take part in club activities as a potential member to better getting to know BPW. As member you are automatically part of Young BPW until you turn 35.

Contact (local)

Name
Young BPW representative – town –
Phone:
Email:
Homepage:

Interested women are welcome to join our events! (Possibly against a fee)



**Young BPW
Europe**

Appendix 3: Letter of the Young BPW representative to Prospects

Thank you very much for your mail and your interest in BPW *Germany*. Attached you will find some general information. I hope you can open the files.

Some information upfront: BPW (Business and Professional Women) *Germany* is part of an international network of women. We are represented in over 100 countries world wide. BPW is accessible for women of all professional areas at any level. *Germany* has clubs in 34 towns counting about 1,600 members. BPW *Germany* organises two national conferences, additional there are European and international congresses.

Young BPW is part of BPW *Germany*. We see ourselves as integrated part of BPW. We are women up to the age of 35, having our own meetings, events, etc. In most towns with a BPW club is a separate Young BPW group. Young BPW wants to create a special platform for young women in order to better cater for the special interests and needs of women at the beginning of their professional careers by offering access to the experience of other BPW members and by using our mentoring program.

What does BPW offer? Experience exchange, get together, meetings, seminars (in some clubs) and as already mentioned above conferences and congresses at national and international level (e.g. May 2001 the German speaking Get together of Young BPW in Karlsruhe), In June 2002 we organized a wellness weekend including a workshop for "work-life balance". All organized by Young BPW for Young BPW members. Our last event was the 3. International Young BPW Meeting in Rom with young women from all over the world (e.g. Canada, USA, Grand Cayman Islands, Mexico, Panama, South Africa, Singapore, Pakistan, Thailand, Australia). Accompanied by networking events, workshops, talks and social activities it was an absolute success!

A very important point for us is that networking can only work in a symbiosis of "giving and taking". I can promise you that getting actively involved in our organisation will bring you a lot of good: new contacts, continuous learning which is directly relevant for your professional life, new input, professionalism and last but not least: a lot of fun.

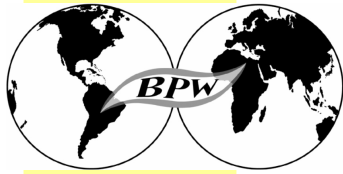
To become a member of BPW you need to join a local club. In order to get to know BPW you can participate at the club events. As soon as you join BPW you are automatically part of the Young BPW as long as you are under 35 years old.

In xxx you will find a BPW Club (with a Young BPW group / with a lot of young women but they have not built an explicit Young BPW group). For further details please talk to:
Name (Young BPW): xxx, Email: xxx
Email: xxx, Homepage: [www. Bpw-xxx.com](http://www.Bpw-xxx.com)

On our club homepage (xxx) you will also find information regarding our current program. As a potential member you are welcome to participate and experience BPW "life".

I hope, I could answer most of your questions for the time being. Should you have any further questions please do not hesitate to contact me.

Best regards



**Young BPW
Europe**

Appendix 4: Invitation to a BPW evening

Young BPW evening 16th March “Successfully Negotiating”

Dear Young BPW and potential BPW!

Our next Young BPW evening is taking place

Tuesday, 16th March 2004, topic:

“Successfully Negotiating – Strategies and Tools”

Speaker: Dr. Pat Doley, Lawyer

Location: ...

Topic:

The new project has gone through, you and your new business partner agree on how to co-operate and the new service provider has been chosen. Now it is all about the contractual framework, in which you would like to include as many of your expectations as possible.

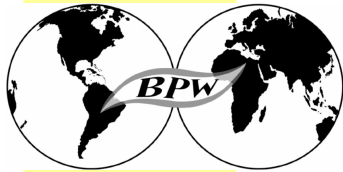
Guided by the following questions our speaker, Dr. Pat Doley, is going to demonstrate how you can realise your expectations for the contractual framework:

- How can I actively influence the negotiation cycle?
- What can I prepare for the negotiations?
- Which strategies and techniques are productive?
- What can help structuring the negotiations?
- What needs to be considered in order to provide commitment and clarity?

The talk focuses primarily on negotiations in business settings. However, the demonstrated strategies and tools can be equally useful in private settings.

We are looking forward to your high number of participation! As usual, it would be very helpful if you send us a quick note that you are going to come: Young-BPW@bpw-examplecity.com

Warm regards



**Young BPW
Europe**

Appendix 5: Invitation to a brunch of prospects

Date: Sunday, start between 10.00 and 11.00 am until 1.00 pm

Location: Hotel, Café serving brunch and providing a separate room

Topic: Mentoring

Main goal: winning new members and potential members

Sub goal: general public relations, getting attention

Target:

- age group 25-50
- Young BPW:
Career starter,
Women who strategically plan their careers
- BPW
Women looking for new career opportunities
Women who are professionally established

Procedure: Welcoming words
Presentation of BPW

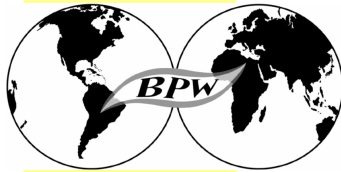
- local BPW
- BPW Germany and BPW international

Presentation of Young BPW

- Duties and goals
- Opportunities

e.g.: Mentoring

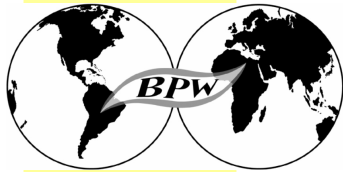
- Meaning of mentoring
- What can (not) be the goal of mentoring?
- Facilitation of a mentée and mentor meeting



**Young BPW
Europe**

Invitation, Distribution of Information

Media	Type of Information	To Do
List of potential members		
Contacting potential members directly	Event information, how to participate	Invitation text
Print		
Event-Leaflets	Event information, how to participate	Print media, event information
Radio		
Radio	Event information, how to participate	Background information/briefing for presenter
www & email		
Inform about BPW homepage	Event information, how to participate	Event information, how to participate
Homepages of universities, polytechnics, Women and Gender officials, Young entrepreneur organisations, fitness clubs	Event information, how to participate, register, link to BPW homepage	
Email invitations to colleagues, friends, sports partners - multipliers	Event information, how to participate	
Others		
Information to other Young BPW representatives and the BPW journal	Event information, how to participate	Event information, how to participate



**Young BPW
Europe**

Dear Ms xy,

Are you interested in a networking breakfast? Maybe the topic mentoring is of interest to you at this very moment in your life?

Should this be the case you are most welcome to join our relaxed but informative BPW brunch - Business and Professional Women Mannheim-Ludwigshafen e.V.. Saturday, 19th September 2004 we are happy to inform you about our networking and mentoring activities. We are looking forward to meeting you! In the attachment you will find the invitation form and directions.

BPW is a professional network of highly engaged women in order to support other women in their professional and private development. We achieve this goal by organising active exchange from different professional areas and sharing personal experiences and advice from interesting speakers – last time for instance the mayor of Heidelberg, Ms Weber told us about her political career! Furthermore, BPW takes actively part in county and country politics and has representatives in the UNO.

BPW Mannheim-Ludwigshafen e.V. was founded in 1952 and is one of the oldest professional women networks in the area of Rhein-Neckar. Our members are from Mannheim, Ludwigshafen, Heidelberg and other towns of the area even up to Kaiserslautern. Our meetings are monthly at a fixed date and network with a glass of wine or a cup of coffee. The club evening which is also a monthly event gives information about specific topics of our interest. Women up to 35 years old meet monthly for a Young BPW get together. (You will find further details in the attached program overview).

BPW Mannheim-Ludwigshafen e.V. is due to its tight contact to BPW Germany and BPW International well connected on national and international level. In Germany the network counts 1,500 members in 34 cities and regions; overall BPW is represented in about 100 countries. One of our most well known members is Hillary Clinton, senator of New York, USA!

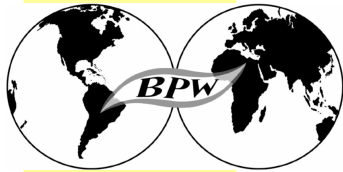
Further information you will find under:

www.bpw-city.com
www.bpw-country.com
www.bpw-europe.org
www.bpwintl.com

Warm regards

....

P.S. For further questions please talk to Donny Dole (email:)



**Young BPW
Europe**

Appendix 6: Topics for the club evening

- Women politics and BPW
- Women and finance – reporting about the conference in Berlin
- History of women's movement
- NLP – What does it mean, with speaker
- Part-time and responsibility – a contradiction, with speaker
- Pension-vestment strategies for young women
- Women and equal rights politics of the union “
- Changing Jobs – Chances and Risks during Recession, open discussion
- “Supervision” as a method to start a successful start-up, speaker: Ulrike Ziesmann, supervisor and team consultant
- Mobbing – How to deal with it? Open discussion
- Role models – Do I have a (female-) role model? Open discussion
- Active career planning in times of recession, open discussion
- Literature suggestions for self motivation, open forum
- Time management, open discussion and experience exchange
- Smart tax savings – what women need to know, with speaker
- Successful start-ups – cases, with speaker
- Networking at inter- and national BPW conferences and a glance at 2004 activities, open forum
- Self-esteem, thought inspiring questions and discussion
- Self-marketing, self-management, thought inspiring questions and discussion
- Future oriented networking, thought inspiring questions and discussion
- Entrepreneurship, speaker: Prof. Dr. Günter Faltin, Head of the non-profit organisation “Entrepreneurship in Berlin”
- Experience exchange about job interviews, open discussion
- Leadership stiles, open discussion
- Detours, zick-zack, interruptions & changes on your CV
- Career change – the first 100 days on a new job
- Mentoring
- Self-motivation
- Career planning, strategies at the beginning of a career
- Children and career
- Further education
- Getting a degree while working
- Female foreigners in Germany
- Chances and risks when working for your own account
- Starting your own business
- Gaining experience in a foreign country
- Lobbying
- Getting to know other jobs and working areas