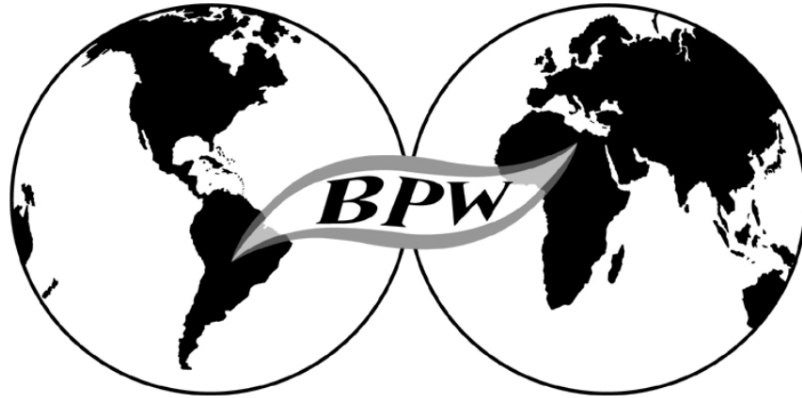


**BPW International**  
**Asia Pacific**  
**Regional Conference**  
**Seoul, Korea**  
**May 13-15, 2007**

**BPW International**





**BPW International**

# **MEMBERSHIP**

**BPW International**

5/14/2007

ELizabeth Benham, 2<sup>nd</sup> Vice President BPW International



# Dr Lena Madesin Phillips

Each woman as a citizen must bring to the national policy of her own country  
the contribution of forward looking and constructive thought followed by determined action

Each woman must dedicate to protect and promote the interests  
of all other women in business and the professions

We invite the women of every nation to participate in this effort and every man who  
is in sympathy with it to lend his moral support



Dr Lena Madesin Phillips founder president 1930-1947  
The International Federation of Business and Professional Women

**BPW International**

5/14/2007

Elizabeth Benham, 2nd Vice President BPW International



# Membership Criteria

*When Joining an Organization*  
**Key Factors to Consider:**

**Is it worth my *time* , *energy* **and** *money*?**

**What can be *accomplished*?**

**Is it *meaningful* **and** *worthy*?**

**Does it have *staying power*?**

**Is the **experience** enjoyable fun educational?**



# ***BPW's Credentials***

**One of *Oldest International Women's Organizations* established in 1930**

***Deeply rooted in Women's Issues***

***Great Integrity and Respect in International Circles and the United Nations***

***Represented in over 80 countries***

***Powerful vehicle for change!***



# MEMBERSHIP

BPW membership is declining

Why?

What shall we do about it?



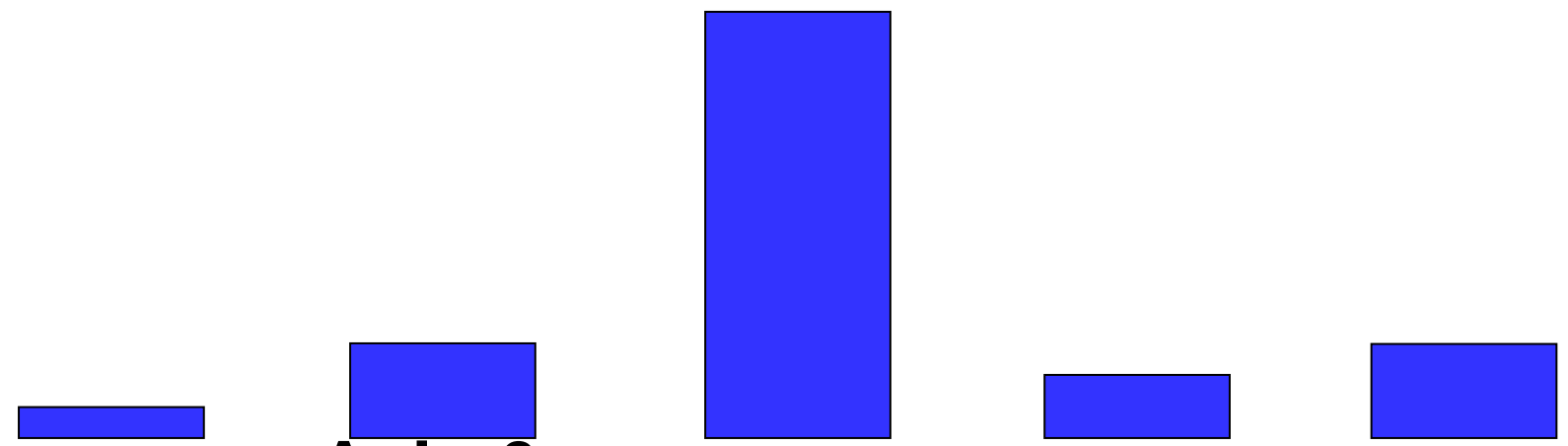
# Membership Status 1999-2006

|                      | <b>1999</b>  | <b>2002</b>  | <b>2006</b>  | <b>Diff.</b> | <b>%</b>      |
|----------------------|--------------|--------------|--------------|--------------|---------------|
| <b>Africa</b>        | 929          | 540          | 395          | - 539        | - 58 %        |
| <b>Asia Pacific</b>  | 5643         | 5144         | 4213         | - 1430       | - 25 %        |
| <b>Europe</b>        | 20654        | 19234        | 20566        | - 88         | - .004 %      |
| <b>LA &amp; SSC</b>  | 3073         | 2222         | 1573         | -1500        | - 49 %        |
| <b>NA &amp; NSSC</b> | 3745         | 2755         | 2033         | -1712        | - 46 %        |
|                      | <b>34014</b> | <b>29895</b> | <b>28745</b> | <b>-5269</b> | <b>-15.5%</b> |

# Membership Status 2006-2007

|                           | <b>2006</b>  | <b>2007</b>  | <b>Diff.</b> | <b>%</b>       |
|---------------------------|--------------|--------------|--------------|----------------|
| <b>Africa</b>             | <b>395</b>   | <b>455</b>   | <b>+ 60</b>  | <b>+15%</b>    |
| <b>Asia &amp; Pacific</b> | <b>4213</b>  | <b>4174</b>  | <b>- 39</b>  | <b>-.009%</b>  |
| <b>Europe</b>             | <b>20566</b> | <b>20505</b> | <b>-61</b>   | <b>-.002%</b>  |
| <b>LA &amp; SSC</b>       | <b>1573</b>  | <b>1573</b>  | <b>0</b>     | <b>=</b>       |
| <b>NA &amp; NSSC</b>      | <b>2033</b>  | <b>1872</b>  | <b>-161</b>  | <b>- 08 %</b>  |
|                           | <b>28780</b> | <b>28579</b> | <b>- 201</b> | <b>-.006 %</b> |

# 2007 Members per Region - total 28780



**Africa**

**Asia &  
Pacific**

**Europe**

**LA & SSC**

**NA& NSSC**

455

4174

20505

1573

1872

2007 1.5%

15%

71%

5.5%

7%

**2002** 2%

**17%**

**64%**

**8%**

**9%**

**1999** 3%

**17%**

**60%**

**9%**

**11%**

# **Why Increase Membership?**

**Greater voice visibility and opportunities**

**Higher credibility at national and  
International levels**

**Keeps us financially viable**

**Capacity to build on the strong foundation  
and work of our past presidents  
and founder**

**Dr Lena Madessin Phillips**



# **“Marketing BPW to recruit new members”**

**How?**

**What is BPW?**

**“BPW develops the professional and leadership potential of women on all levels through our mentoring, networking, skill building, economic empowerment programs and projects around the world”**

**This is the explanation of BPW in a**

**NEW YORK MINUTE!**



# 12 Services and Benefits of BPW International

- 1 Direct contact to all member countries: 80+  
[www.bpw-international.org](http://www.bpw-international.org)
- 2 Website and “BPW News International“  
(newsletter) for information exchange:  
[www.bpw-international.org](http://www.bpw-international.org)
- 3 Projects & Events
- 4 BPW Business & Member Pages  
[www.bpw-business.org](http://www.bpw-business.org)
- 5 Accreditation for UN Conferences and  
“ UN – Interest Groups “
- 6 BPW Congresses - International, Regional, National



# **12 Services and Benefits of BPW International**

- 7 Seminars to develop leadership**
- 8 Certification for term served as a BPW Officer**
- 9 Worldwide access to educational and mentoring programs at BPW Local, National and International**
- 10 Scholarships**
- 11 Language training and Multi Cultural interaction**
- 12 Twinning (international club exchange connections )**



# **Manage your BPW Business**

**Inventory = Members, Programs, Services**

**Set Up  
Membership Development and Retention  
Systems/committees**

**Improve  
Programs, Services, Communications**

**Review  
Professional Development Programs  
continuously**



# **Membership Development**

**Work smarter**

**Establish Membership development  
Committee / team**

**Have Systems to follow up**

**Analyze the results (monthly)**

**Improve recruitment of young BPW  
they are our future**



# Membership Retention

**BPW Experience  
Welcome  
Mentoring  
Value**

**For New members the 1st year is critical  
Assign the best members for this committee**

**Use tools like new member welcome booklet**

**Be inclusive of members  
Utilize all members skills and contributions**



# Membership Retention

**Analyse your organization**

**Track years of membership**  
**Use membership numbers**  
**year joined 89..,07...**

**How many new?**  
**How many young BPW**  
**How many lost each year?**

**Why?**



## Welcome to BPW International

Information Booklet for New Members



## BPW International

International Federation of Business & Professional Women

Since 1930

[www.bpw-international.org](http://www.bpw-international.org)

Official address: BPW International, Member Services  
PO Box 568, Horsham, RH 139ZP, United Kingdom  
Phone: +44 140 373 93 43, Fax: +44 120 373 44 32

[member.services@bpw-international.org](mailto:member.services@bpw-international.org)

President's Office

46 Soi Sukumvit 61, Wattana, Bangkok 10110 Thailand  
Tel: +66 2 7140651 or +66 2 3917843

Fax: +66 2 3912120

[presidents.office@bpw-international.org](mailto:presidents.office@bpw-international.org)

### 1. Aims of BPW

MAIN AIM: Development of the professional potential of women at all levels

BPW members

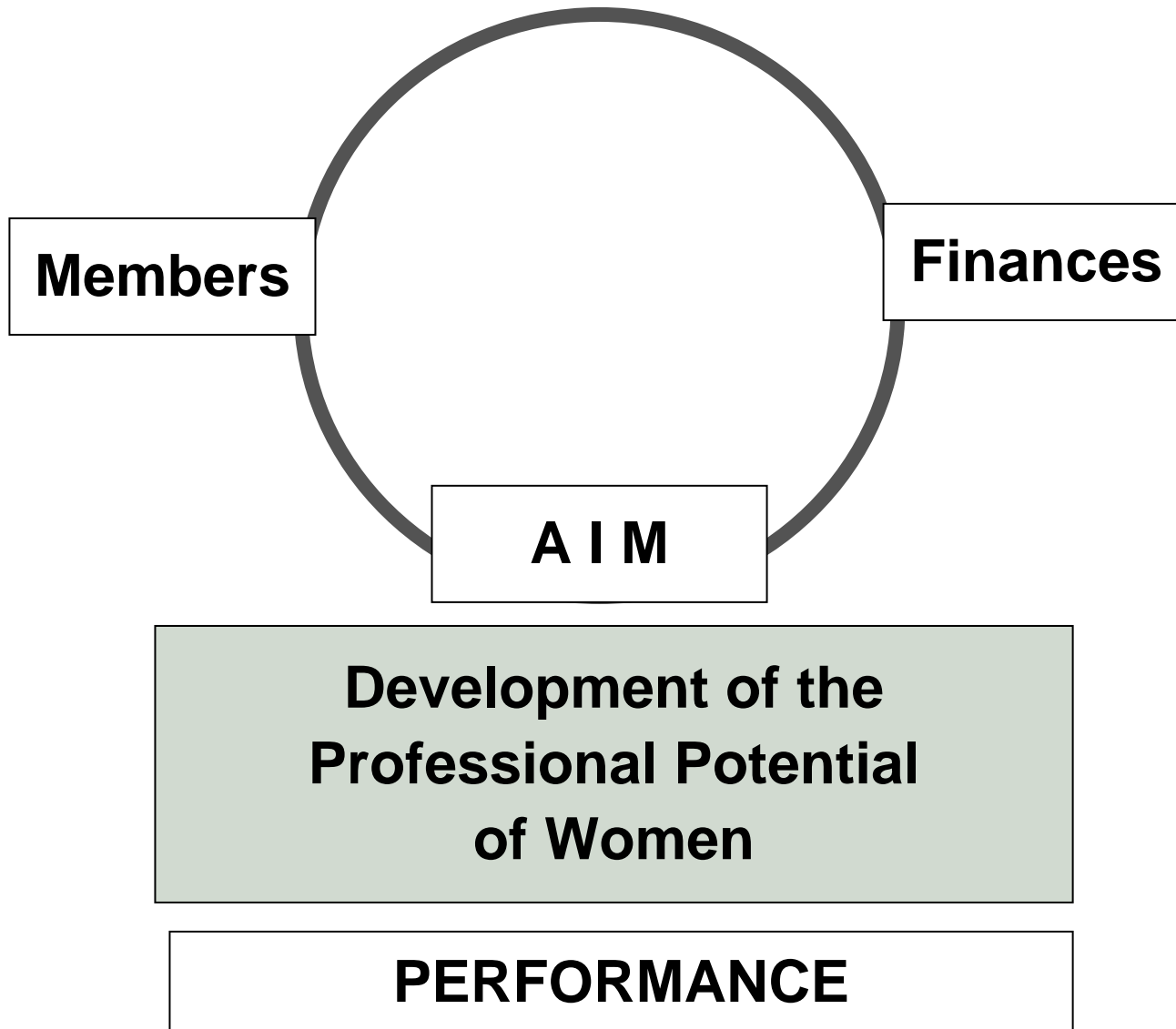
- ♦ take professional responsibility on all levels in the economy, politics, and society
- ♦ think and act locally, nationally, and internationally
- ♦ engage in networking, mentoring, and lobbying
- ♦ enjoy lifelong learning
- ♦ works with United Nations and other international organizations
- ♦ develop multicultural friendships

International Theme 2005 – 2008

**“New Dimensions of Leadership”**

2





# Triple One Membership Challenge

**1+1+1 (3years)**

**Every member gets 1 new member each year**

**Reporting system / forms**

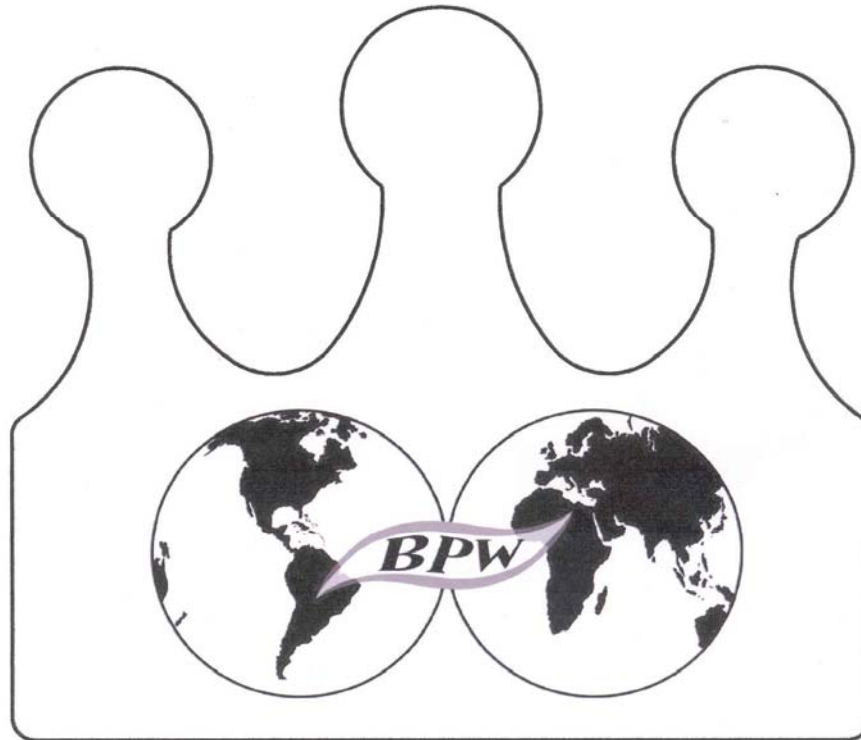
**Members who qualify**

**Get a**

**Triple Crown Pin**



# Triple Crown Pin



**BPW International**

5/14/2007

ELizabeth Benham, 2<sup>nd</sup> Vice President BPW International





**BPW International**  
**TRIPLE ONE CROWN**  
 Membership Challenge  
**BPW Club Report Form**



**Club Name** \_\_\_\_\_ **Country** \_\_\_\_\_ **PLEASE PRINT CLEARLY**

**Report Period:**

January - March     April - June     July - September     October - December

**Year:**

2006     2007     2008

**(Please copy this form if you need to add more names)**

| Name of New Member | E-mail of the new member | Recruited BY:<br>BPWmember who made them join | Date They Joined<br>(month /year) |
|--------------------|--------------------------|---|-----------------------------------|
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |
|                    |                          |   |                                   |

**Total # of New Members in this Report Period:** \_\_\_\_\_ **Submission Date** \_\_\_\_\_ **Total Pages** \_\_\_\_\_

**Club President Name:** \_\_\_\_\_ **Please Fax /email to: Federation President / Associated Club President**





**BPW International**  
**TRIPLE ONE CROWN**  
 Membership Challenge



**BPW Federation / Associate Club**  
**Report Form**

**PLEASE PRINT CLEARLY**

**Federation / Associate Club Name** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Report Period:**

January - March     April - June     July - September     October - December

**Year:**

2006     2007     2008

**(Please copy this form if you need to add more names)**

| BPW Club Name | New Member Name | Recruited BY: BPW member | Date Joined |
|---------------|-----------------|--------------------------|-------------|
|               |                 |                          |             |
|               |                 |                          |             |
|               |                 |                          |             |
|               |                 |                          |             |
|               |                 |                          |             |
|               |                 |                          |             |
|               |                 |                          |             |
|               |                 |                          |             |
|               |                 |                          |             |

**Total # of New Members in this Report Period:** \_\_\_\_\_ **Total number of Pages** \_\_\_\_\_

**Federation President Name:** \_\_\_\_\_ **Submission Date** \_\_\_\_\_

**Please Fax to:** Liz Benham +1 631 792-1192 **or Email** [liz.benham@bpw-international.org](mailto:liz.benham@bpw-international.org) **(Important: include club report)**



# Triple One Membership Challenge

**REWARD**



**Get 10 or more new members  
by July 2008**

**Will be in a drawing for a free air ticket  
from anywhere in the world!  
to Congress in Merida, Mexico  
October 25-28th, 2008**

**BPW International**

5/14/2007

ELizabeth Benham, 2<sup>nd</sup> Vice President BPW International



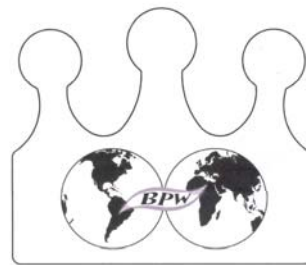
# Membership Goal 2006 - 2007

|                           | <b>2006</b>  | <b>2007</b>  | <b>Diff.</b>   | <b>%</b>     |
|---------------------------|--------------|--------------|----------------|--------------|
| <b>Africa</b>             | 395          | 790          | <b>+ 395</b>   | <b>+50 %</b> |
| <b>Asia &amp; Pacific</b> | 4213         | 8426         | <b>+ 4213</b>  | <b>+50 %</b> |
| <b>Europe</b>             | 20556        | 41112        | <b>+ 20556</b> | <b>+50 %</b> |
| <b>LA &amp; SSC</b>       | 1573         | 3146         | <b>+ 1573</b>  | <b>+50 %</b> |
| <b>NA &amp; NSSC</b>      | 2033         | 4066         | <b>+ 2033</b>  | <b>+50 %</b> |
|                           | <b>28780</b> | <b>57560</b> | <b>+ 28780</b> | <b>+50%</b>  |

# Triple One Membership Challenge

1 + 1 + 1

Let's work together  
and grow!



**BPW International**

5/14/2007

ELizabeth Benham, 2<sup>nd</sup> Vice President BPW International



# Triple One Membership Challenge

## New Clubs

|                           |          |
|---------------------------|----------|
| <b>Africa</b>             | <b>6</b> |
| <b>Asia &amp; Pacific</b> | <b>4</b> |
| <b>Europe</b>             | <b>4</b> |
| <b>LA &amp; SSC</b>       | <b>2</b> |
| <b>NA &amp; NSSC</b>      | <b>2</b> |



# **Membership Development and Retention**

**Builds and Strengthens  
Clubs  
Federations  
International!**

**Share the unique BPW experience**

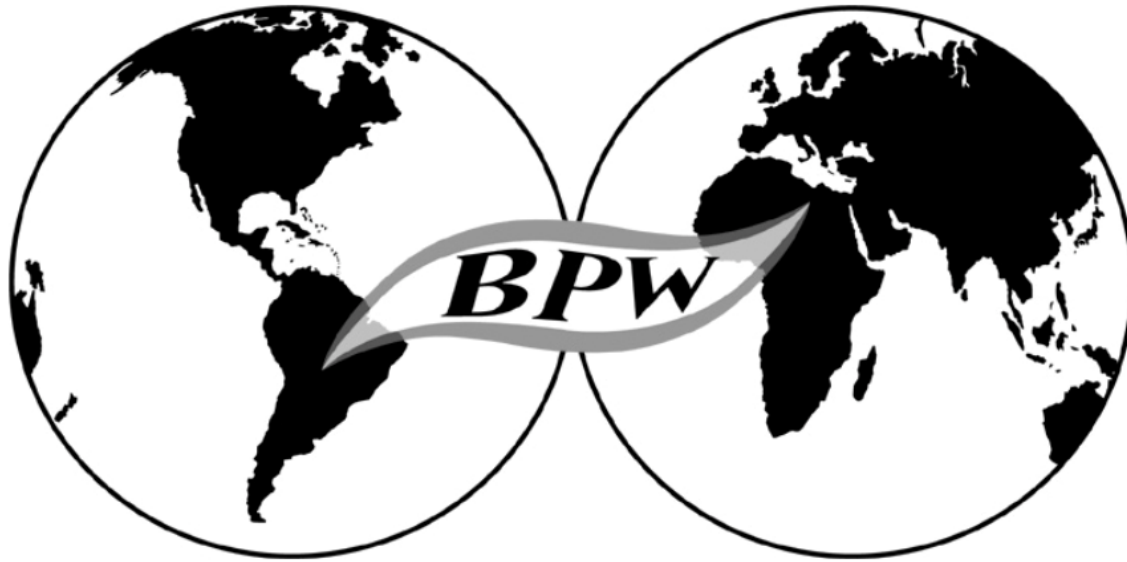
**Enjoy the Success of a worldwide organization**

**BPW International**

5/14/2007

ELizabeth Benham, 2<sup>nd</sup> Vice President BPW International





**THANK YOU!**

**BPW International**

5/14/2007

ELizabeth Benham, 2<sup>nd</sup> Vice President BPW International

