

## BPW/St. Petersburg-Pinellas Processes

### PROGRAMS

#### Committee

4 to 8 people. Directly ask members in the organization. It is helpful to ask the previous year's Program Chair to be a part of the committee.

#### Committee Meetings

Quarterly if the schedule layout is done in advance. This encourages members to join the committee if there are only four meetings a year.

#### Guest Speakers

There will be an occasional member or person who approaches for a specific person to guest speak.

- Has the person spoken at other lunches/events?
- Is the topic relevant to the BPW mission?
- Speakers are not paid. Only the luncheon is complimentary. There is special allowance if a speaker wants to bring a second person to help with presentation. This is only an exception, not the normal procedure. DO NOT offer a second free lunch unless the speaker is adamant about it. If you have questions, ask the executive committee.

#### Scheduling

- Begin with a layout of the year listing all lunch meeting dates. See "BPW Guest Speaker Schedule" in Appendix as a reference.
- Abbreviations: Political (PO), Professional (PR), Personal (PE), Signature
  - Signature are meetings without a guest speaker. Necessary meetings to address state or local office positions or events.
- List suggested themes
- [https://en.wikipedia.org/wiki/List\\_of\\_Month-long\\_observances](https://en.wikipedia.org/wiki/List_of_Month-long_observances)
- Political and professional topics have a better attendance rate than personal.
- Scheduling speakers two months out is ideal.
  - Politicians: City Council usually meets on Thursday. Whenever booking a council person, have a backup speaker planned. Pinellas County Commissioner Charlie Justice requires several months' notice.
  - Professional speaking topics from larger companies respond the slowest but can be booked far enough in advance.
  - Personal speaking topics: Use the list of month-long observances to decide on topic
- Dates
  - April meetings: 1st meeting is Elections and 2nd meeting is Installation
  - 1st meeting in June is BPW/FL Leadership Program: ID Speak Off
  - 2nd meeting in December is often cancelled because of holiday; sometimes true for 1st meeting in July as well.

#### Request for a Guest Speaker

Here are two sample emails used when asking for a guest speaker. If there is a specific topic you would like the guest speaker to present, list the topic in the email as well. This sometimes helps

the speaker agree to present if they are given a topic. Some guest speakers will ask to speak on something else, which is acceptable, if it speaks to the mission.

Good afternoon \_\_\_\_\_:

*I am the current Program Chair for Business and Professional Women/ Saint Petersburg-Pinellas (BPW/SPP). I wanted to reach out to you as a potential speaker at one of our luncheons.*

*We'd love for you to speak to us regarding \_\_\_\_\_ on \_\_\_\_\_. We meet on the 1st and 3rd Thursday of most months, if a different date works better for you. Our meetings start at noon and end at 1:00 p.m. at 400 Beach Seafood and Tap House located in downtown St. Petersburg. Presentations are 15 to 20 minutes with a 5-minute Q&A.*

*We ask our speakers to pick a topic that speaks to our mission, which is listed below.*  
*BPW/SPP mission: to achieve equity for all women in the workplace through advocacy, education and information.*

*If you feel this might be possible--and I hope you will--please let me know. Thank you so much. I look forward to your response.*

*Best Wishes,  
Jane Byers  
727.743.0913  
<http://new.bpwstpetepinellas.org>*

**Once speaker says yes, PLEASE SEND THIS:**

Good afternoon \_\_\_\_\_:

*I am very excited that you are available to speak to my BPW/SPP group on Thursday, \_\_\_\_\_. Our meetings are held at 400 Beach Seafood and Tap House, located at 400 Beach Drive. Networking is from 11:30 a.m. – noon. The meeting will run from noon to 1:00 p.m. Your presentation will begin at approximately 12:20 p.m. and should be 15 to 20 minutes in length with a 5-minute Q&A period after that.*

*We have a television with which any videos or presentations can be viewed with a laptop. If you require a laptop, please let us know in advance and bring your material on a thumb drive. Downtown area is paid parking, please bring quarters for the meters or download the “Park Mobile App”. Valet parking is available on the south side of the building.*

*Your lunch choices are as follows:  
Entrée: \_\_\_\_\_*

*When you get a moment, please send me your presentation topic, headshot, and bio blurb so I can include them in our materials.*

*Thank you again and I look forward to seeing you \_\_\_\_\_.*

*Best Wishes,  
As of 2/20/18*

*Jane Byers*  
727.743.0913  
<http://new.bpwstpetepinellas.org>

### Promoting Guest Speakers

Guest speakers have the speaking date, picture, bio and topic listed on the website. For politicians or well-known speakers, their bios can be posted as soon as they confirm, even if months in advance. Coordinate with the technology chair who will send email blasts out to the membership regarding the luncheons.

### Speaker Visual Aids

Encourage speakers to bring their own laptop. If they request a laptop, please coordinate with a member if the Program Chair does not have one. Speakers can bring materials that can be placed on a back table. If materials are directly needed for the presentation, then material can be placed on the member tables. Please have laptop with presentation and materials ready no later than 11:50 am.

### Speaker Introductions

The guest speaker is introduced by the Program Chair with a 2-minute introduction.

- The Program Chair can introduce every speaker if she chooses to do so.
- If the guest speaker was brought in by another member who has a personal or business connection, give that member an option to introduce the speaker.
- Each speaker is given an allotted amount of time. Please coordinate with the speaker prior to the meeting. Also, be sure to inform the speaker you will discreetly hold up a “5” and “1” small sheet to inform them how many minutes they have left.
- Speakers usually have 20 minutes to present with 5 minutes Q&A.
- Once the speaker is finished, walk up to the front with them and present the gift on behalf of BPW.
- For social media, it helps to have a picture taken of the guest speaker during the meetings along with a picture of presenting the gift to the guest speaker.

### Speaker Gifts

Responsible for keeping the speaker guests, wrap and bring to the meetings. If you are unable to attend, coordinate with another executive committee member in advance.

- 2016 – 2017 Guest Speakers received padfolio
- 2017 – 2018 Guest Speakers received padfolio
- 2018 – 2019 Guest Speakers: there are enough padfolios for 1/3 of the year. Suggest finding new gifts.
  - The executive committee will give a budget of what to spend. Come up with two to four ideas and bring back to the executive committee for approval. Most gifts take approximately 4 to 6 weeks to produce.
  - Past gifts ordered: Coffee mugs and paperweights.

## **MEMBERSHIP**

Four LO positions are referenced in these processes: Membership Chair/2nd Vice President, Programs Chair/1st VP, Membership Processing (currently Amy) and member directory editor (currently Sheila). The first two positions are elected each year while the others continue from year to year.

### **Guests**

Receive a guest register from Treasurer at luncheon meeting.

- Membership Chair or Membership Processing to collect the guest registers and share with each other.
- Membership Chair to add guest to “BPW Guest List”, make notes in the comments section, and share with member directory editor.
- Membership Processing to add guest to “Friends of BPW” on MailChimp.
- Membership Chair to email guests within a week. Suggested verbiage:

*Good afternoon \_\_\_ and thank you for attending our BPW luncheon. I joined the organization about \_\_\_ years ago and continue to learn about everyone and everything this organization has to offer. Please don't hesitate to call and/or email me if there are any questions I can answer or you just want to know more about BPW and how it can benefit you.*

*I hope to see you at another luncheon and maybe even one of our events and socials. Now that you are on our mailing list you will kept up-to-date on our happenings.*

*Here are a few links for information;*

*- "Who We Are" - read about our mission and history;*

*<http://new.bpwstpetepinellas.org/who-we-are/>.*

*- Jump in and become a member by registering at*

*<http://new.bpwstpetepinellas.org/membership/become-a-member/>.*

### **New Members**

Member Processing will:

- Contact Membership Chair as soon as application is received and payment is confirmed.
- Report new/renewing membership status to Membership Chair one week prior to EC Meeting.

Membership Chair will:

- Contact new members and welcome them by phone/email within 72 hours. Suggested verbiage:

*Good evening \_\_\_\_\_. I am the membership chair for Business and Professional Women St. Petersburg-Pinellas and would like to say Welcome to BPW. I joined the organization about \_\_\_ years ago and continue to learn about everyone and everything this organization has to offer and am excited to meet you.*

*I will order your name badge and membership pin which may take a short while to arrive. Send me an email to let me know when you will be attending a luncheon so I can make sure to have them and your membership kit to present to you. You can register for our luncheons at <http://new.bpwstpetepinellas.org/luncheons/>.*

*This week you will be receiving an email from Membership Processing and they will set up your access to the membership section of the website.*

*We have an upcoming event on \_\_\_ at \_\_\_ and I hope you can attend. Until I meet you, if there are any questions I can answer please don't hesitate to ask.*

- If you BCC Membership Processing on the welcome email above that will prompt them to send the initial email, which includes website login information.
- Update the active “Membership Master List” share with Membership Processing, member directory editor, and Programs Chair/1st VP.
- Email Membership Processing and the President to include a welcome to the new member in the LO Newsletter.
- At new member’s first meeting present them with their membership kit which includes:
  - Folder that is blue/grey from dollar tree with pockets and printed sticky label on front with BPW logo.
  - Name badge and BPW emblem pin.
  - Front pocket will have one BPW/St. Petersburg-Pinellas brochure, a few business cards, recent copy of *Florida Business Woman*, LO Newsletter, and other upcoming event flyers.
  - Back pocket will have member’s business information.
  - Main contents to include mission, public policy platform, benefits of membership, committee descriptions, history, contact information of leadership, governance highlight to include some bylaws and policies.

## **Mentoring**

Section to be completed at a later date when re-established and refined.

## **Renewing Members**

Member Processing will:

- Contact Membership Chair as soon as renewal is received and payment is confirmed.
- Report new/renewing membership status to Membership Chair one week prior to EC Meeting.

Membership Chair will:

- Reach out to members who are up for renewal by email or phone to remind them.

Suggested verbiage:

*Good evening \_\_\_\_, I am the membership chair for BPW and wanted to reach out to you.*

*I see you have been a member since \_\_\_\_ and it coming up for renewal \_\_\_\_\_. We would love to keep you active with the organization. I joined about \_\_\_\_ years ago and continue to learning about everyone and everything this organization has to offer. Please don't hesitate to call and/or email me if there is anything I can do or if you just want to know more about BPW and how it can benefit you.*

*We have a fun event coming up on \_\_\_\_ at \_\_\_\_ and I hope you can attend.*

- Update the active “Membership Master List” share with Membership Processing, member directory editor, and Programs Chair/1st VP.
- Share with the EC and Membership Committee renewing members to see if anyone can reach out to determine renewal.
- If needed, consider the Larry Renda Scholarship; information is found on the LO website.
- Responses from these contacts should be shared with the Membership Chair who will add the information to the comment area of the “Membership Master List” and share with Membership Processing, member directory editor, and Programs Chair/1st VP.

## **Lapsed Members**

BPW/FL Business Manager will:

*As of 2/20/18*

- Send dues notice out and copy Membership Chair.

Membership Chair will:

- Reach out to lapsed members by email or phone to determine if they will renew.

Suggested verbiage:

*Good morning \_\_\_\_, I am the membership chair for BPW and wanted to reach out to you.*

*I see you have been a member since \_\_\_\_ and it just recently lapsed. Did we miss seeing your payment by mail or web? We would love to keep you active with the organization. Please let me know what we can do.*

*We have an event next week on \_\_\_\_ at \_\_\_\_ and I hope you can attend.*

- Share with the EC lapsed members to see if anyone can reach out to determine renewal.
- If needed, consider the Larry Renda Scholarship; information is found on the LO website.
- Responses from these contacts should be shared with the Membership Chair who will add the information to the comment area of the “Membership Master List” and share with Membership Processing, member directory editor, and Programs Chair/1st VP.

## **Membership Lists**

### Membership Roster

BPW/FL Business Manager sends Membership Chair and Membership Processing the “Monthly LO Membership report”. This includes active, lapsed and inactive members. This comes out the first of every month.

### Membership Directory

The member directory has information about the members and the LO. It currently is maintained as four separate Word documents: the cover page, the information pages, a professional index and the actual member pages (currently at two members per page). Updates are issued quarterly (January, April, July and October). The member directory editor sends an email to all members asking for updates. After those updates are incorporated, the four documents are converted to a single pdf document (using the “reduced pdf” option) and placed in the members-only section of the website.

Online member applications are automatically sent to both the membership chair and to the member directory editor. Applications that are completed on paper need to be scanned and sent to both the membership chair and the member directory editor. Each quarter, the member “page” for each new member is created from the information on the membership application. It is then sent to the new member for review. An internet search is undertaken to secure a picture of each new member and if one is not found, the new member is asked to supply a picture.

Each quarterly directory edition will add new members and delete inactive members (note: lapsed members remain in the directory for 60 days after their due date has passed). In addition to the aforementioned new member “pages”, an email is sent to all members asking if there are any changes to their information. Creating the directory requires that the professional index and the member pages be updated. The two members per page format requires some time to ensure that all the pages are aligned. Each edition requires updating the cover page.

The April edition requires updating the list of officers in the information section. The rest of the information section should be reviewed to ensure that it is still current.

The July edition requires updating the BPW/FL Legislative Platform to incorporate any changes adopted at state conference.

### Changes in Contact Information

- Need a change to be made within the BPW/SPP Member Directory, contact member directory editor.
- Need a change to be made within the BPW/FL data base, contact the BPW/FL Business Manager.
- If email address changes, contact Membership Processing to make change in MailChimp.

### **Socials**

Socials include monthly events and should not conflict with signature events. Do not have in April (Equal Pay Day), August (Equality Tea), October (Working Women's Forum), and December (holiday party).

### **Member recognition**

- Philanthropy will send out birthday cards to active members. Membership Chair to send birthday information to Philanthropy when new members join or as needed.
- Any kudos such as job promotion, glass ceiling broken, received an award, etc. will be announced in LO newsletter. This recognition is sent to Member Processing who will place in newsletter.
- New members should be welcomed in LO newsletter. Membership Chair and Member Processing to correspond with each other to make sure names are included.

### **Member spotlight**

- Every month at the 1st meeting of the month a member will be on the lunch agenda to spotlight. This allows them extra time (three minutes) to talk about themselves and their business. This member will also get a spotlight in LO newsletter.
- The Programs Chair/1st VP will lead this and organize members to spotlight as well as the information that needs to get to Membership Processing for the newsletter.

### **Miscellaneous**

#### Website Inquiry for Information

If someone requests information on BPW via the website here is suggested verbiage to response:

*Hello \_\_\_ and thanks for sending an inquiry on membership to our website.*

*If you want to know more about our organization you can...*

*- Go to "Who We Are" on the website and read about our mission and history;*

*<http://new.bpwstpetepinellas.org/who-we-are/>.*

*- Attend the Working Women's Forum titled "Women of Influence" next week and make this your first BPW event. Register at <http://new.bpwstpetepinellas.org/working-womens-forum/>.*

*- Attend a luncheon meeting and chat with us face-to-face. You can rsvp at <http://new.bpwstpetepinellas.org/luncheons/>.*

- Just jump in and become a member by registering at <http://new.bpwstpetepinellas.org/membership/become-a-member/>.

Or you can call and/or email me anytime and I would be glad to talk to you about BPW.

### Lunch Box

Section to be completed at a later date when re-established and refined.

### Budget

The Membership Chair will provide a proposed budget. This should be prepared in an excel spreadsheet showing the months, categories, dollar amounts proposed, and explanations of each given in a legend. This is shared with the President and Finance Committee Chair.

Under the heading of Committees there is a line item called "Membership admin" that covers small items like postage and a line item called "Orientation kits/pins/badges" that covers new member material.

### Supplies

- New member name badges should be ordered from [www.HouseofMagnets.com](http://www.HouseofMagnets.com). Membership Processing has account information for ordering/paying. Badges are 2 for \$10 or 5 for \$20 with a \$3.95 flat shipping rate. Replacement badges are paid for by BPW. The Membership Chair provides the member with a BPW invoice for the badge. The badge is given at the time of payment.
- Business cards should be ordered from Jane Byers.
- BPW emblem pins (BPW Membership Pin) should be ordered from Pam Demarce (non-member) at [www.bpwsupply.com](http://www.bpwsupply.com), [pam@wowzonefec.com](mailto:pam@wowzonefec.com), or call 507-381-4279.

### Photos

All BPW photos should be uploaded to our flickr account. Once you do, there is a link from the footer of our website so that individuals can access all the photos from a particular event or occasion.

To add photos, go to [www.flickr.com](http://www.flickr.com)

- username: bpwspp
  - password: pics4bpw
1. Click on the cloud with an arrow in it (in the upper right corner).
  2. Click on the "Choose photos and videos to upload."
  3. Go to wherever the photos are on your computer and select the photos. (On a windows computer - To select multiple photos click the first one and hold down the CTRL key. To select all photos hold down CTRL key and Press A for select ALL).
  4. Click Open
  5. Using the menu on the left you can add descriptions/tags/etc. but you don't have to. Under Owner settings be sure to click on visible to everyone and that anyone (public) is selected.
  6. Click upload \_\_ photos in the upper right.

## **FINANCE**

Three LO positions are referenced in these processes: Treasurer (who is elected each year) and bookkeeper and PayPal monitor (both of whom continue from year to year, currently Helen and Amy).

### Paying invoices, bills, reimbursements:

- Keep hard copy of invoices, bills and completed Reimbursement Voucher forms (signed by LO president w/ appropriate receipt attached) in file. Pay within reasonable time.
- Write check from checkbook and make necessary notes on check stub as to whom, for what, how much and date paid. If needed, mail to whoever supplied bill or invoice. Otherwise, give check to appropriate member in person as soon as is practical.
- Give check #, date, amount, payee and budget line to bookkeeper monthly by email.

### Transferring PayPal monies to LO bank account:

- Login to PayPal, click on **Money** in upper left corner, click on **Transfer Money**, click **From**, click on **PayPal Balance \$x,xxx.xx USD**, click **To**, click on **Bank United w/ account #**, click **Amount**, enter **amount of Available PayPal Balance**, click **Continue**.
- Notify bookkeeper and PayPal that this was done.
- Repeat monthly on the 4th Monday.

### Receiving and reviewing monthly LO Financial Reports from bookkeeper by email:

- Review each month's EC Financial and Management Reports, bank statements, bank reconciliations, and general ledger, which go to the President, PE, Treasurer and Finance Chair. If needed, email bookkeeper questions about Reports.
- Send out finalized EC Financial and Management Reports to remainder of EC well before next EC meeting.

### Attending monthly Executive Committee Meetings:

- Present previous month's EC Financial and Management Reports to EC and ask for comments/questions.
- If accepted, report will be filed for audit. If not, then consult with bookkeeper for answers and get back to EC for acceptance.
- Vote on EC matters.

### Reimbursing LO members as needed:

- LO member asks for (or downloads from the website member-only repository) the Reimbursement Voucher Form.
- LO member completes Reimbursement Voucher Form and attaches appropriate receipt.
- LO member asks LO president for her signature [or the President-Elect if the reimbursement is to the president].
- Treasurer receives completed and signed form from LO member and writes her a check for amount when practical.

### Membership Meetings

The meeting recap form found in the Appendix is helpful when accounting for all monies received at membership meetings. This gets sent to the bookkeeper monthly by email. The "pigs" (for the Education Foundation and for Lobby Days) should be emptied at least quarterly.

## TECHNOLOGY

The webmistress maintains a list of our hosting account and domain names with their renewal dates. The current list is as follows:

<a href="http://bpwforum.com">bpwforum.com</a>	Renews on 8/26/2018
<a href="http://bpwstpetepinellas.org">bpwstpetepinellas.org</a>	Renews on 6/28/2018
<a href="http://bpwstpetersburg.com">bpwstpetersburg.com</a>	Renews on 9/20/2018
<a href="http://bpwstpetersburg.org">bpwstpetersburg.org</a>	Renews on 9/20/2018
Hosting Account – <a href="http://new.bpwstpetepinellas.org">new.bpwstpetepinellas.org</a>	Renews on 6/26/18

The webmistress maintains a list of all user ids and passwords for our technology components, e.g., MailChimp. These are shared with each president upon their installation plus with individuals on a need-to-know basis given their responsibilities. The webmistress also has 8-10 documents called BPW Instructions that are used when training new EC/Leadership members to perform specific tasks. MailChimp is used to send emails to members and those who sign up for emails. The list of those who sign up needs to be monitored to ensure that non-members are put on the Friends list. The webmistress also monitors the PayPal account. Sensitive documents will be maintained by Amy, Helen and Sheila.

## Communications

### Meeting Agendas

- Use Template already created and update for date, programs, other, and calendar. (5-7 days out)
- Send draft agenda to EC for additions/edits, deadline two days out
- Update/finalize agenda and provide to printer per printer's timeline (currently given before 8 a.m. day before meeting)
- Ensure, overall, each EC, Committee Chair, and Members have what they need to succeed in their role at the meeting.

### Monthly Newsletter

- Set schedule with web mistress, determine date of publication
- Prepare President's message (roughly 275-300 words), have at least one other person proofread, provide to web mistress at least three days before publication.
- Discuss with web mistress any other items for newsletter, include an upcoming calendar of events and all other relevant news.
- Solicit content from the EC, provide all to web mistress at least three days before publication.

### Meeting reminders

- Determine schedule of "when" with web mistress
- Send out approximately 5-7 days prior to the next meeting to encourage attendance. Send out to both members and friends, though members copy will have items only relevant to the membership.
- Ensure meeting speaker's content has been posted prior to sending out.

### Special Correspondence

- Provide content and/or editing/proofreading for any special announcements such as signature events (e.g., WWF), meeting cancellations, etc., that affect the membership or solicit attendance or action.

- Provide feedback on any promotional materials bearing the BPW trademark or St. Petersburg-Pinellas, and/or approval consistent with local and state guidelines.
- Ensure copies of *Florida Business Woman* are on hand at meetings and/or available at all special events, along with any other collateral.

### **Reservations for BPW Luncheon Meetings**

Begin by reviewing any emails sent to [RSVP@BPWStPetePinellas.org](mailto:RSVP@BPWStPetePinellas.org) - very few people contact this email address but will if they have a problem making reservations online. This is also the address for members with standing reservations to cancel their reservation.

“Reservations YYYY” is a Google spreadsheet with a tab for each meeting that is set up so that standing reservation information can be entered, which starts the weekly check-in sheet.

Log into the BPW website - You'll need administrative rights.

- 1) Hover over Form Maker on the main menu and select Submissions
- 2) Select a form (dropdown menu) and choose 2017-2017 Luncheon Menu
- 3) It's easiest to add/remove columns so that you are just viewing the columns you need, Name, Meeting Date, Salad & Entree Choice for that meeting, method of payment, comment and status.
- 4) Enter members, guests and speaker(s) into the reservations spread sheet
- 5) Log into PayPal and verify receipt of payment for all guests and members who have paid online.
- 6) Contact any guests who have not prepaid.\*
- 7) Contact anyone whose payment status is “in progress” on the website.\*
- 8) Email the totals for the meeting and any special instructions to [dine@400BeachSeafood.com](mailto:dine@400BeachSeafood.com)
- 9) Share Google spreadsheet with the EC with any special notes (e.g., new members, former members, special guests)
- 10) Download spreadsheet into Excel, print for check-in.
- 11) Use mail merge to print “labels” that include the guest name and meal choice slips using the check-in sheet as a database.

\*You can send them a PayPal invoice for their reservation or let them know they will be asked to pay at the door.

### **Website (e.g., ongoing updates, access)**

The webmistress has full access to the website with selective permission provided to others, e.g., updating the calendar of events, editing web pages.

On an ongoing basis, the following occurs:

- The Program Committee adds speaker information to the Google Calendar that feeds the event calendar, as soon as the speaker is confirmed.
- The Program Committee creates a new post on the home page for each program meeting, which includes a photo of the speaker(s), topic and brief bio. Ideally this information is posted the day after the meeting that occurs prior so that the information is available for nearly two weeks before the program.
- Items more than two months old are removed from the home page
- Program information removed from the home page is added to the Speakers webpage with the oldest speaker rolled off (this results in the last year of speakers being visible)

- The monthly newsletter is added to the website (retaining access to the last year’s worth of newsletters).
- On the reservations page, the meeting date and meal choices are updated as they become known.
- Member access to the member only pages is updated as new members join and membership become inactive.
- Signature program/event and scholarship information is added as it becomes available.

At the beginning of the BPW year (and later as needed), the following occurs:

- The leadership page is updated with the new officer information (photo and short bio) as well as new committee chairs
- The generic email address recipients, e.g., membership@bpwstpetepinellas.org, are changed to the new officers and committee chairs. [Info@bpwstpetepinellas.org](mailto:Info@bpwstpetepinellas.org) goes to the President and the webmistress.
- The local award recipients are added to the local awards page
- After state conference, any state awards are added to the state awards page
- Either the president or webmistress reaches out to members regarding placing an ad on the website home page

### **Social media (e.g., access, content, updates)**

We are currently active on two social media platforms: Facebook and Twitter. The webmistress is the administrator for both, with selective permission given to others to add content. The webmistress responds to all inquiries.

Tweets are sent for each event, program and newsletter.

The Program Committee creates a Facebook event for all program meetings. Facebook events are also created for BPW/SPP events. The FB events become invitational posts. Items of general interest related to our mission can be posted. Members should be encouraged to “share” posts and events on their own Facebook page.

### **PUBLIC RELATIONS**

1. Submit press releases and/or event listings to prioritized media list for the major BPW events throughout the year and via email to members and friends lists and other LOs.
  - a. Working Women’s Forum – October
  - b. Equal Pay Day Unhappy Hour – April
2. Publicize all events and meetings on BPW website and Facebook page and twitter account as well as via the bi-weekly email to members.
  - a. Equality Day Tea
  - b. Working Women’s Forum
  - c. Equal Pay Day Unhappy Hour
  - d. Member Social Events

Paid media placements: test paid print and digital media placements (event ad) for the major BPW events

All publicity, flyers, and advertising need to drive traffic to the BPW website and link directly to the event sign-up page including the ability to take payment. Request budgets for paid media.

### **Ongoing PR activities**

Publicize bi-weekly membership meetings and any member socials via the BPW Facebook page, twitter and newsletter. Determine and request budget to boost the bi-weekly luncheon meeting and the guest speaker via Facebook (or other social media pages).

- Attempt publicity for any other newsworthy opportunity, e.g., scholarship winners, new Executive Committee installation, community recognition.
- Attempt post-event publicity with photo of major event to keep BPW in the news.

### **Major Event PR activities**

Run publicity for major events planned each calendar year. Submit placements with online and published media for event calendars and main newspaper PR coverage. Specifics:

- Free Publicity – Send press release to select list of print and TV media
  - Calendar listings online & in published newspaper and magazines
- Event coverage in major local papers, radio, TV channels as feasible
- Social Media – BPW/SPP and BPW/FL: website ad; e-blasts, Facebook page; e-newsletter. Boost Facebook event to specific demographic/usage and activity defined groups to extend the reach of our social media readership.
- Paid Advertising – Run paid ad or paid publicity in Tampa Bay Business Journal or Tampa Bay Times or other area papers – once (1-3 weeks prior)
- St. Petersburg Chamber – Event calendar placement 1-2 months ahead and online e-newsletter listing one week prior.
- Partner Organizations – Select 2-3 partner organizations to cross-promote major events via websites, Facebook pages and e-mail to their membership lists.
- Presenter/Moderator – Provide e-blast to WWF presenters/moderator to share with their networks. Ask them to forward it via their e-distribution lists.

### **General timeline for major events**

- 2 months prior – Draft publicity release and calendar listing info. Review by Team.
- 6 weeks prior - Submit press release to all online and published media for coverage
  - Most publications require 30+ days advance receipt of info for consideration
  - Place event publicity on BPW/SPP website, Facebook page. Send to BPW/FL
  - Registration page live 6 weeks prior to event
  - Event poster designed and available 6 weeks prior to event
- 1 month prior
  - Submit calendar listing publicity to online calendars and published calendars
  - E-blast #1 to members & friends: Save the date/link to purchase tickets
- 2 weeks prior – E-blast #2 to members & friends: Buy Tickets
- 7-10 days prior – Run paid ad or calendar listing. Execute social media blasts/boosts.

## **YEAR-END CHANGES**

### Immediate

- Select installing officer (traditionally a past BPW president or current state officer)
- Select parliamentarian
- Register for upcoming BPW/FL state functions; also reserve a room for state conference

### Near Term

- Coordinate with Treasurer to sign signature cards at BB&T (get minutes confirming installation before you do this)
- Consult your EC on when/where meetings will be held
- Ask web mistress (currently Amy) to update who receives generic BPW/SPP emails
- Ask web mistress (currently Amy) to update the leadership page on the website
- Determine who will check the post office box (Sheila has key now) and how often
- Determine who will set up for meetings
- Determine who will staff registration table at meetings
- Determine who will collect reservations (currently Amy) and call in numbers to the luncheon venue
- Ensure that an audit committee is appointed at the first April meeting
- Schedule planning meeting in May
- Present proposed budget for approval at first membership meeting after the planning meeting
- Select committee chairs
- Ensure outgoing officers and committee chairs meet with and transfer information to the incoming officers and committee chairs
- Submit LO officer form to BPW/FL business manager by 5/15
- Update any forms/handouts listing dated material or contact information
- Determine plans for “pig” collection timing, member spotlights and legislative moments

### Ongoing

- Prepare agenda for each meeting and email to Jane Byers by 9:00 am on the day before the meeting
- Arrive at meetings around 11:30 and plan to stay until 1:15
- Ensure someone is responsible for taking minutes.
- Start/end meeting on time
- Send out a guest letter to all guests at meetings within 1-2 days of meeting
- Ensure minutes are approved and posted to the files section of the online members-only material repository.

### Suggestions

- Have the Membership Chair be the point of contact for all member information collected on the membership application
- Review Bylaws and Policies & Procedures to be familiar with them (entire EC)
- Review basics of parliamentary procedure (entire EC)
- Create a master calendar of actions dictated by LO bylaws and/or BPW/FL

## Sample BPW/St. Petersburg-Pinellas Calendar

*New officers take over after second meeting in April at which installation occurs.  
Executive Committee meets before first May meeting, approves new committee appointments.*

### May

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5/1 *Deadline for most BPW/FL state award applications*

1st Program Meeting: \_\_\_\_\_

Announce new committee chairs/appointments

Encourage attendance / reservations for state conference

Young Careerist and/or Individual Development Speak-Off

2nd Program Meeting: \_\_\_\_\_

Present report of Audit committee

Encourage attendance / reservations for state conference

*Hold planning meeting and approve budget at the first membership meeting thereafter.*

### June

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1st Program Meeting: \_\_\_\_\_

*State Conference (Typically):* Membership votes on state bylaws amendments, budget

Membership elects new state officers and votes on proposed state legislative platform

2nd Program Meeting: \_\_\_\_\_

Report on state conference

### July

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1st Program Meeting: \_\_\_\_\_

Report on state conference (if not already done)

2nd Program Meeting: \_\_\_\_\_

### August

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1<sup>st</sup> Program Meeting: \_\_\_\_\_

2nd Program Meeting: \_\_\_\_\_

*Equality Day Tea (Typically)*

**8/26 Anniversary of Women's Right to Vote**

### September

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***Hispanic Heritage Month***

1st Program Meeting: \_\_\_\_\_

2nd Program Meeting: \_\_\_\_\_

*Submit approved budget as BPW/FL finance award submission*

### October

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***Breast Cancer Awareness Month & Domestic Violence Awareness Month***

1st Program Meeting: \_\_\_\_\_

2nd Program Meeting: \_\_\_\_\_

*Connie Passmore Scholarship Award Deadline 10/15 – Committee to consider applications*

*Working Women's Forum (Typically)*

***3rd Week is National Business Women's Week***

**November**

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*Finance Committee Reviews YTD Budget vs. Actual and offers budget amendments if necessary*

**November 11 is Veterans Day**

1st Program Meeting: \_\_\_\_\_

2nd Program Meeting: \_\_\_\_\_

**3rd Thursday is Thanksgiving**

**December**

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1st Program Meeting: \_\_\_\_\_

Promotion/Presentation of holiday philanthropy activities

*Typically only one program, unless the 3rd Thursday is far enough ahead of holidays*

*Holiday Party (Typically)*

**January**

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1st Program Meeting: \_\_\_\_\_

2nd Program Meeting: \_\_\_\_\_

Upcoming Legislative Session/Lobby Days

*Begin planning for October Working Women’s Forum*

**February**

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***Black History Month and American Heart Month***

1st Program Meeting: \_\_\_\_\_

2nd Program Meeting: \_\_\_\_\_

**March**

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***Women’s History Month***

1st Program Meeting: \_\_\_\_\_

Appoint Nominations Committee (if not already done)

*Lobby Days: Tallahassee, FL (Typically)(May have been held earlier during committee days)*

2nd Program Meeting: \_\_\_\_\_

Report on Legislative Session /Lobby Days

*Decide on whether to run ads in conference issue of Florida Business Woman (4/1 deadline)*

*Planning for State Conference activities, including Breast Cancer Fund “Support the Girls”*

**April**

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***Sexual Assault Awareness Month***

1st Program Meeting: \_\_\_\_\_ (speaker optional)

Annual Meeting: Reports of ending year, election of new officers

Auditor/Auditing committee appointed

*Unhappy Hour for Equal Pay Day (Typically – annually since 2002)*

2nd Program Meeting: \_\_\_\_\_ (speaker optional)

Awards Presentation, Installation of new officers

*Hold Finance Committee meeting to develop budget for the next BPW year*

*Prepare and submit BPW/FL award submissions by 5/1 deadline*

## *APPENDIX: 2017 - 2018 Speakers*

May 4	Joy Winheim, Executive Director of EPIC “A Step Forward Understanding HIV”	PO / PE
May 18	Captain Holly Najarian, Commander, U.S. Coast Guard Sector St. Petersburg	PR / PO
June 1	BPW/FL Leadership Programs	Signature
June 15	Ashley Brundage: PNC “Part 2 of Inclusion in the Workplace”	PO
July 6	Kanika Tomalin: Deputy Mayor “Pier and City Update”	PO
July 20	Lori Matway: Associate Superintendent, Student and Community Support Services for PCS	PR / PO
August 3	Gina Wilkins: Kind Mouse “Effect of Hunger on Education”	PR
August 17	Alison Barlow, Executive Director of the St. Pete Innovation District	PE
September 7	Jeni Wilson, Tyrone Square Mall Manager: “Brick & Mortar versus Online” <b>CANCELLED</b>	PR
September 21	Woemn Successfully Working Internationally: Tricia Curry, Marcia Cohen, Sheila Barry-Oliver	PR
October 5	Political Forum	PO
October 19	Veterans Program	PO
November 2	Lariana Forsythe, CASA CEO (Interim) “Outreach to Special Communities”	PE
November 16	Pinellas County Commissioner Charlie Justice	PO
December 7	The Rev. Canon Katie Churchwell, The Cathedral Church of Saint Peter “Religion in the Workplace”	PO/PR
December 21	NO MEETING	
January 4	Carla Bristol, Founder and Owner of Galerie 909 “Successful Career from Sales to Art”	PR/PE
January 18	Human Trafficking and Force Labor	PE/PO
February 1	Joni James, St. Petersburg Downtown Partnership “Current Initiatives and Economic Development”	PR
February 15		PR
March 1		PE
March 15		PO
April 5	Elections & Possible Speaker if time allows	Signature
April 19	Installations	Signature
May 3		PR
May 17		PO
June 7		PR
June 21		PO

