**New Member Orientation**

Outcome: Even your “newest” members can articulate the business value of Women’s Council Membership

Venues: Hold prior to Chapter or Governing Board meetings

Time line: Hold 4-6 times a year, more often if you are recruiting new members year round

Tips: Earn points in the Chapter Excellence Awards Program for including the Council’s Mission, Vision, Values and Goals

1. Welcome. Describe the Chapter as a unique business resource in the REALTOR® community for enhancing performance.

*“We’re pleased to welcome you to a community that is committed to your success. And we hope you’ll embrace all of the benefits and services available to you. By getting involved and making the most of your membership, you’ll uncover a wealth of opportunities to help get plugged in – and stay plugged in – to the power of the real estate profession.”*

Introduce the PMN Designation and Courses.

*“While most of you probably joined the Council to aid your professional growth, you’ll find the Council experience personally rewarding as well. Whether you make new friends, discover a better balance between work and home, or simply take more pleasure in your career, investing time with us will pay off in unexpected – but very welcome – ways.”*

Have a chapter member give a testimonial – Example: “The Council *has provided me with the opportunity to excel through other members’ encouragement. Reaching outside the box; exploring abilities and talents I would never otherwise have accomplished.”*

Briefly describe contents of Orientation Materials (see list below)

2. Introduce Governing Board Members and Special Committee Chairs. Have Chairs describe their volunteer opportunities (tasks, time commitment, etc.) Share examples of leadership opportunities available to all chapter members. i.e.: Greeter, lead Pledge, inspiration, introduce speakers, local association liaison, etc.

3. Q/A from new members

4. Have new members complete Member Preference Questionnaire from “Task is to Ask” Action Kit.

*“Start now to make the most out of your Women’s Council of REALTORS® membership. Get involved and you’ll discover an environment that makes the most of your skills, talents and ambitions, a community that both supports and encourages your success.”*

5. Announce upcoming events, next business resource program, and what business value they will receive by attending.

*“At the Council, when you invest valuable time with us, we know you expect your investment to pay off. That’s why we deliver the kinds of information, resources and networking opportunities that help you stay on top and out front in the real estate business.”*

6. Adjourn

Orientation Materials:

Mission, Vision, Values and Goals (Source: LPPM)

Sample completed Member Expertise Profile

Local Chapter Roster (with their name on it)

List of Chapter Officers and Chairman (with committee descriptions) include phone & e-mail addresses

Calendar of meetings (with program topics) and upcoming events

Member Preference Questionnaire (Source: “Task is to Ask” Action Kit and Local Information and Forms online)

**http://www.wcr.org/chapter-tools/local-information-and-forms/**  
PMN Designation and Course Materials (Source: LPPM, WCR Website)  
WCR membership applications filled in with Chapter name and dues amount

**New Member Orientation/Networking Event**

What: A New Member Orientation featuring the WCR.org Member Center & Business Networking.

Who: Invite new and current members.

When: Hold annually. Two-three hour time slots. In this example, the program is held from 4-7 p.m.

Where: Hold at a special location. Ask a member with a great house or office to host.

Why: To get members involved in the organization. The value of Women’s Council membership is increased through participation.

Jobs and Responsibilities:

* Host
* Website Expert(s)
* Greeters. Greet new members at door. Take members to Information tables, Web display, introduce to other members, facilitate inclusion of new members in activities throughout the event.
* Emcee. Have this person do a short presentation or two depending on the program format you use – talk about WCR and the benefits, upcoming events, special programs, etc.
* Marketing. Prepare and distribute flyers or invitations.
* Callers. Personally contact new members in addition to flyers, invitation, e-mail, etc.
* Reservationist.
* Production. Make stickers or buttons for new members, governing board, and project representatives.
* Committee and Special Project Representatives. Speak about involvement opportunities.
* Photographer. Take photos for publications, Website, community publicity, etc.

Event Time Line:

3:00 p.m. Volunteers arrive and set up the room and computer(s). Log onto the WCR Website WCR.org.

Set up an Information table with chapter brochures, committee lists, recent newsletters, chapter rosters with new member names already added, etc. If the event is sponsored, set up sponsor table.

4:00 p.m Greeters are at the doors to meet and greet everyone as they enter the room. Give new members stickers or buttons that identifies them as New Members. Everyone gets a name badge.

Take new members to the Information table. Introduce them to Committee/Project Representatives. Take them to the computer area for the Website demonstration. [Have them download the WCR App for their phone.](http://www.wcr.org/about-us/mobile-app/) Offer refreshments.

Web Demonstration: Show them how to use the Member Center. Have them download the Women’s Council App and update their Member Expertise Profile for the members’ only Referral Center. Show them the Chapter Website and/or Facebook page.

Have the Member Preferences Questionnaire Profile form from the “Task is to Ask” Action Kit ready for them to complete. Have plenty of pens and places for members to sit and fill them out on the spot.

Encourage networking on real estate topics. Tie into the Web demo and suggest members share “best practices” in Internet marketing, electronic communications or other related topics. Have several Greeters be responsible for ensuring that new members are introduced to other members and included in networking opportunities.

6:30 p.m. Don’t forget to get evaluations from everyone. Consider having evaluations tied to a drawing.