**Local Network Business Plan**

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| **Name of Network:** |
| **Plan Year:** |
| **Leadership Team:** |

**GOALS: MEMBER PROGRAMS AND SERVICES**

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| **Reference: *Local Network Operating Standards***   * Ensure that the Network is focused solely on delivering value to members in the areas of raising professionalism, relevant professional development opportunities, development of business leadership skills and facilitation of member networking and relationship-building. * Conduct a minimum of 4 mission-focused industry events each year (one of which is focused on development of business leadership skills, and one of which is conducted collaboratively with other networks, the local board, related industry or community groups). * Conduct a minimum of two additional events focused on member networking/relationship building that can also provide professional development. * Facilitate member-to-member support for the purpose of meeting members’ individual business goals, with a special focus on new members. * The official Women’s Council logo must be used on all media/communications according to logo guidelines. |

**INDUSTRY EVENT ONE**

|  |  |
| --- | --- |
| Description: | Timing: |

**INDUSTRY EVENT TWO**

|  |  |
| --- | --- |
| Description: | Timing: |

**INDUSTRY EVENT THREE**

|  |  |
| --- | --- |
| Description: | Timing: |

**INDUSTRY EVENT FOUR**

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| --- | --- |
| Description: | Timing: |

**MEMBER-FOCUSED EVENT ONE**

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| --- | --- |
| Description: | Timing: |

**MEMBER-FOCUSED EVENT TWO**

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| --- | --- |
| Description: | Timing: |

**ADDITIONAL EVENT**

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| --- | --- |
| Description: | Timing: |

**ADDITIONAL EVENT**

|  |  |
| --- | --- |
| Description: | Timing: |

**GOALS: MEMBERSHIP DEVELOPMENT**

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| **Reference: *Local Network Operating Standards***  Maintain a minimum of 20 REALTOR® members.  Maintain a maximum of up to 20% National Affiliate members.  Local Networks do not have ‘local affiliate members’ but are encouraged to have Strategic Partners who are provided a range of benefits.  Implement a timely new member ‘welcome and orientation’ process that includes a personal interview with each new member on her business needs and goals.  Implement a first-year member communication strategy focused on ensuring member engagement and renewal.  Develop and implement a strategy focused on recruitment of REALTORS®. |

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| **Current Year Goals (and beyond)** | |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |

**GOALS: COMMUNICATIONS AND MARKETING**

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| **Reference: *Local Network Operating Standards***  Local Network meetings and events should be promoted with a minimum of a 60-day lead time.  Use a consistent, online reservation platform.  Conduct target marketing of Local Network events to appropriate outside audiences.  Local Network must use and maintain the web site provided by National. Any secondary web site must link to the National site.  Local Network must provide a link to their website from any Network social media.  All Local Network events and communications (including graphics, annual themes, fundraisers, etc.) must reflect that of a business organization. |

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| **Current Year Goals (and beyond)** | |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |

**GOALS: NETWORK RELATIONSHIPS**

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| **Reference: *Local Network Operating Standards***  Local Network should develop and implement a strategy to establish (or reinforce) and maintain a positive, productive relationship with the Local Association of REALTORS®.  Local Networks do not have ‘local affiliate’ members, but are encouraged to have Strategic Partners who are provided a range of benefits.  Conduct target marketing of Local Network programs and events to appropriate outside audiences.  Build relationships with related industry and community groups and consider opportunities for joint educational events and activities. |

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| **Current Year Goals (and beyond)** | |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |

**GOALS: NETWORK ORGANIZATION AND MANAGEMENT**

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| **Reference: *Local Network Operating Standards***  Maintain a Governing Board structure that includes: President, President-elect, Secretary, Treasurer, Program Director, and Membership Director.  Meet as a Governing Board a minimum of four times a year.  Use Project Teams instead of committees to involve members in particular tasks, projects, planning for meetings/events, etc. (*optional:* have an Event Chair and/or a Recruitment and Retention Chair to assist the Program Director and the Membership Director and oversee related project teams).  Submit Network event meeting schedule to State by the date requested.  Submit annually a Business Plan to the State Network by the date requested.  Develop and submit to the State Network by the 4th Quarter an annual budget.  Submit the Network Annual Report to National by the deadline.  Make every effort to participate in all State and National meetings.  File annually State and Federal Tax Returns.  Maintain a 501c6 IRS tax-exempt designation.  Maintain D&O and Event/Liability insurance policies.  Conduct periodic financial reviews.  Conduct an election process according to operating model guidelines. |

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| **Current Year Goals (and beyond)** | |
| **Strategy/Action** | **Deadline** |
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| **Strategy/Action** | **Deadline** |

**GOALS: OTHER**

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| --- | --- |
| **Current Year Goals (and beyond)** | |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |
| **Strategy/Action** | **Deadline** |

**PROJECT TEAMS NEEDED**

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| **TEAM NAME** | **Focus/Assignment** | **Chair/Members** |
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**OTHER ASSIGNED WORK**

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| **LEAD** | **Focus/Assignment** | **Deadline** |
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**RESOURCE NEEDS**

[Consider: budget implications, outside expertise, partnerships, systems/technology needed, etc. to achieve goals]

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| **Goal:** | **Special Resources Needed:** |
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