

## EWI Teleseminar: Recruiting Using the Cord Approach Tip Sheet

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***Cord: a string or thin rope made of several strands braided, twisted, or woven together. (source: Webster's online)***

A cord is a perfect illustration of teamwork. If we gather small groups or large groups of people, let them wrap together and form a bond, they become like the individual wires that make up the strands that make up a large cable. They move as one; they have the strength of many.

A single rep working alone can sometimes be effective, but a group of individuals working together will always be stronger, and more effective. The key is weaving these individual "strands" into three stronger "cords" and then braiding those three "cords" into one successful final product.

Who makes up a cord? In smaller chapters, it takes everyone. Each member will have an important role to play. Some of the strands may consist of just 1 person in a small chapter. In larger chapters, it takes a combination of committees working together to pull off a successful event.

**A Membership Recruitment Event will be created by braiding 3 Cords successfully together: The Preparation, Implementation and Conclusion Cords which are each made up of a number of different strands.**

### **Preparation "Cord"**

This is made up of the Posting, Marketing, First Impression, Food & Beverage and Coordination strands. The majority of their work is done prior to the event.

Posting "Strand"—Membership committee develops a list of potential member firms and presents the list to the board for approval. Guidelines for posting can be found in the Procedure Manual. (Note: In smaller chapters this strand becomes the Invitation strand because once the posting process is done, they hand off the approved list to the Invitation strand.)

Coordination "Strand"—should have input from all involved.

- ❑ Develops the timeline & budget
- ❑ Selects a location (member firm, reception hall)
- ❑ Selects a time (breakfast, after work)
- ❑ Selects the "draw" (a great speaker, a wine tasting, an Open House—any event that will entice visitors to attend)

This group will be interacting with all other strands and be responsible for making sure each strand is weaving with the others and nothing gets tangled.

Marketing "strand"—Gathers and/or orders the materials needed: EWI PowerPoint, copies of The Pulse (chapter and corporate) EWI Membership Kits, EWI banner or Quick Screen. May set up a computer with the website to be browsed during the evening.

First Impression "strand"— Makes first contact and thus makes the first impression on the potential members. This strand:

- ❑ prepares and sends out the invitations.
- ❑ makes the follow up phone calls after the invitations are sent. (**Remember, you want to invite the Executive as well as the potential representative.**)
- ❑ prepares the nametags
- ❑ will be the official greeters—they have had all the contact with the individuals thus far.

Food and Beverage "strand"—One team will select, order and make sure there is plenty throughout the event. This is a good strand for members who like to do the behind the scenes work.

### **Implementation "Cord"**

The majority of this group's work is done during the event. Note: the strands from the Preparation cord will continue to carry out their tasks during the event as well.

Conversation "Strand"--This is one we very rarely give any attention to. **This important group will never be seen as a group, but they need to coordinate like one.** The conversation "strand" needs to be made up of a variety of reps from various positions, from varying lengths of tenure within EWI (seasoned reps, new reps, and in-between reps).

This group's task is:

- ❑ to mingle during networking time and make sure that no guest is ever standing alone with nothing to do.
- ❑ to strategize what they will say and who they will say it to. Each member of the strand should have 1 or 2 specific aspects of EWI she will share with each guest (i.e. one will talk about LCAM and Programs and one will talk about Philanthropy and Scholarships, one will talk about value brought to her firm and herself).
- ❑ prepare the seating chart and strategically place themselves throughout the room
- ❑ be prepared with their "testimonials" to share

They should also develop a list of conversation questions that they are comfortable asking:

- ❑ What does your firm do?
- ❑ What is your role within the firm?
- ❑ What are you/your firm looking for in an organization?

Presentation "strand"--This group will consist of:

- ❑ your Chapter President
- ❑ several Firm Execs
- ❑ an ASIST winner or a principal/teacher from the school where you hold the Reading Rally
- ❑ your Chapter's BEST presenter. (note: This is no time for egos---if your chapter doesn't have anyone who is comfortable and enthusiastic as a presenter, then ask your MA or Corp board for help.)

This strand also needs to make sure they have shared their presentations with one another so there is no repetition. This strand will work closely with the Marketing "strand" to be sure they utilize the materials provided. If your event has it's own program (i.e. a wine tasting) you must make sure that the EWI presentation is broken up throughout the evening and should NEVER be given at the end of the program. Each speaker should be brief and enthusiastic.

## Completion "Cord"

**This cord will be made up of the first impression strand and the conversation strand who continue to work after the event.** Everyone knows if you weave or braid strands together and don't tie them off, they unravel. The Membership Recruitment Event is not complete unless you close the sale and bring in new firms!

***Note: This is not the time to drop the guest's names back into the lap of the Membership Director and expect her to "reel them in".***

The critical part of the completion cord is for these 2 groups to debrief immediately after the event and make note of: who seemed to connect during the event, who developed the best rapport with a particular guest. A list will then be developed of who should follow up with whom. Always remember, we want the person with the best chance of closing the sale to do the follow up.

Those making follow up calls should be armed with questions:

- Did you enjoy the event?
- What were your impressions of EWI?
- What did you learn about EWI that surprised you?
- Have you shared your impressions of the event with your executive?
- Do you have any questions?
- Do you need help filling out the application---know where to send it?
- Will you join?

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See EWI Teleseminar Tip Sheets: "Closing the Sale" and "Follow Up: How to be Pleasantly Persistent" for more ideas to help you succeed in your efforts to get new firms to join.

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### **The benefits of using a "Cord" approach:**

- Evenly distributes the weight so that no one individual or group has to bear the burden
- For smaller chapters, it is a team building experience
- For any size chapter, you have a better shot at success simply because there is less chance of dropping the ball.
- Everyone feels a part of the win!