



Dear all

This month I want to come back to the subject of recruiting new network members and retaining existing members. We live in an increasingly commercial world where, with limited time and energy, people tend to only do things that we have to, that benefit us or we believe in.

Imagine that a member scores every interaction with the network out of ten in terms of benefit & value – how would you fair?

Let us look at a few areas:

- a) **Every network meeting must be good** – people must experience a well-planned event, with relevant content, being encouraged or inspired and leave wanting more. If their imaginary score out of 10 is low they will 'vote with their feet' and not come back next time.
- b) **We all value relationship** – have you identified the members that have not been part of any programmes or attended any meetings in the last year? Can we then work through the list and visit them? The networks that have done this have found a resurgence of engagement from this simple act. Even better: could we have small interest groups or action groups in places where they can meet other like-minded people
- c) **Promotional leaflet** – having something printed to hand out in all sorts of settings is essential. It reinforces the identity of the network, it demonstrates a degree of professionalism and it helps people to understand and engage. I have attached two examples from the Bangalore Network in India that I picked up last month (sorry to Spanish-speakers; I hope you can at least appreciate the layout!). How many out of 10 would you give your promotional materials?

Can I encourage you to step back and look at your network from the perspective of one of your members on the fringe of the network – **how would they score the benefits they have experienced, your communications and the relationship they have with you?** What could you change or introduce to increase those scores?

May God guide you and help you to keep and attract new members.

Blessings

Brian

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