

**ORANGE PARK MEMBER RESOURCE**

Invite the Right Members

A repeatable, respectful recruiting process for a stronger local chapter.

Put this into practice

- ✓ Map open or underrepresented professions based on what members and their customers actually need. Avoid promising an exclusive category until chapter policy confirms it.
- ✓ Make a short prospect list with the business, the person, the reason they may add value, and who can introduce you.
- ✓ Invite them to experience the group. Explain the meeting format, time commitment, membership process, and known costs accurately.
- ✓ Give visitors a useful introduction to two members and ask what a valuable referral would look like for their business.
- ✓ Follow up within two business days with the next step, answers to questions, and an easy way to decline.

Use these words

We are building professional connections in Orange Park and your work in [field] came to mind. Would you be open to learning how the group works and meeting a few members?

Thanks for visiting. What was useful, what is still unclear, and would you like the membership information?

Write your own version

My best-fit customer or member: _____

A clear situation that tells me to act: _____

The first step I will take this week: _____



Make it repeatable

Use this page as a short working sheet. Assign a next step before the conversation ends.

Before you share or recommend

- ✓ Am I inviting for a specific business fit rather than filling a seat?
- ✓ Have I checked current chapter rules before discussing category availability?
- ✓ Did I give accurate details on time, fees, attendance, and application review?
- ✓ Did I avoid promising referrals, revenue, or approval?
- ✓ Did the visitor leave with a named contact and a clear next step?

Your next 30 days

- ✓ Week 1: Identify five complementary professions and ask members for introductions.
- ✓ Week 2: Send three personalized invitations and record responses.
- ✓ Week 3: Welcome visitors and gather their questions without a hard sell.
- ✓ Week 4: Follow up, review fit with chapter leadership, and improve the invitation.

Track the outcome

People I contacted: _____ Useful introductions: _____ Follow-ups completed: _____

One thing I learned this month: _____

My next specific ask: _____

Further reading

U.S. Small Business Administration, Build Your Business Through Networking:
sba.gov/blog/2018/2018-11/build-your-business-through-networking/

These are practical discussion tools, not guarantees of referrals or business outcomes. Respect privacy, obtain consent before sharing contact details, and follow applicable professional rules.