

# PROGRAMMING



# SPECIAL EVENTS

## CHAPTER ANNIVERSARY EVENT

- Highlight long term members
- Spotlight past key members and past Regional Directors
- Focus on the future of the chapter

## RISING STARS

- Research and read about the past FGI NY and FGI Dallas Rising Stars (the over all event, categories, winners, etc.)
- Identify the honorees and then determine the categories
- Choose nominees that can financially support the organization

## NIGHT OF STARS

- Research and read about the past FGI NY and FGI Dallas Night of Stars
- Identify super stars who are connected to your community

## KEY REMINDERS

- Determine the ticket price AFTER you have compiled a list of all the expenses
- Choose honorees who will become a sponsor or who have connections for securing top sponsorship
- Allow 10-12 months for planning

# MEMBERSHIP

*Gi* FASHION GROUP  
INTERNATIONAL

# GROWTH ACTION PLAN

## WHAT IS YOUR COMMUNITY ABOUT?

### IDENTIFY KEY MEMBERSHIP CATEGORIES THAT ARE IMPORTANT IN YOUR REGION

- Remember to attract key executives and successful entrepreneurs

### ANNUAL BOARD RETREAT

- Agree to all focus on a simple strategy for retaining members and attracting new members
  - Analyze your current roster of members and set a +% goal
    - Example: 50 members, +50% increase = 75 members; 50 members, +10% increase = 55 members
  - Review members who were members over the past 10 years and identify key members that could rejoin
- Require each board member to recruit 2-3 new members each year

### KEY REMINDERS

- Membership Chair is a critical board member position
- Support the Chair by creating a Membership Committee (2-3 people who are not on the board)