



**Women
Presidents
Organization**

Innovative Recruitment: Practical Strategies to Grow Membership

By: Gimena de Buen + Jordan Chambers

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elefanteondemand.ca

Intros + Welcome



Gimena de Buen
Founder + CEO

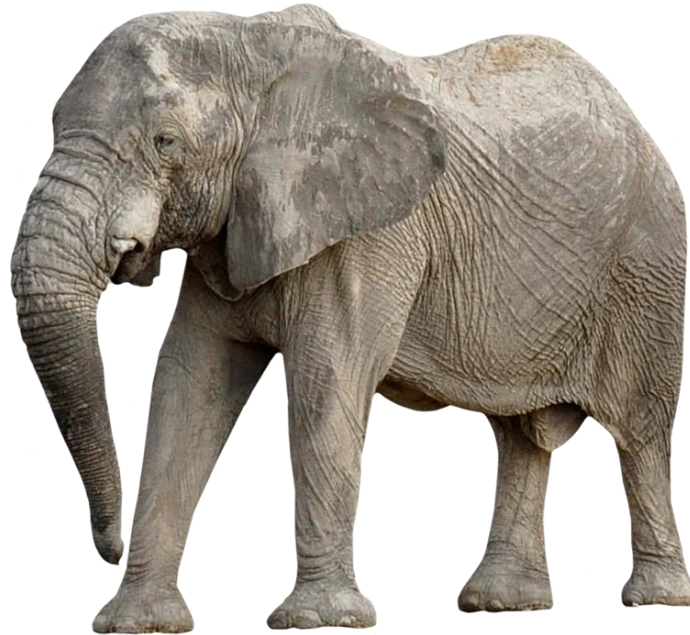


Jordan Chambers
Partner + COO

Why are we called Elefante?



**BIG
EARS**



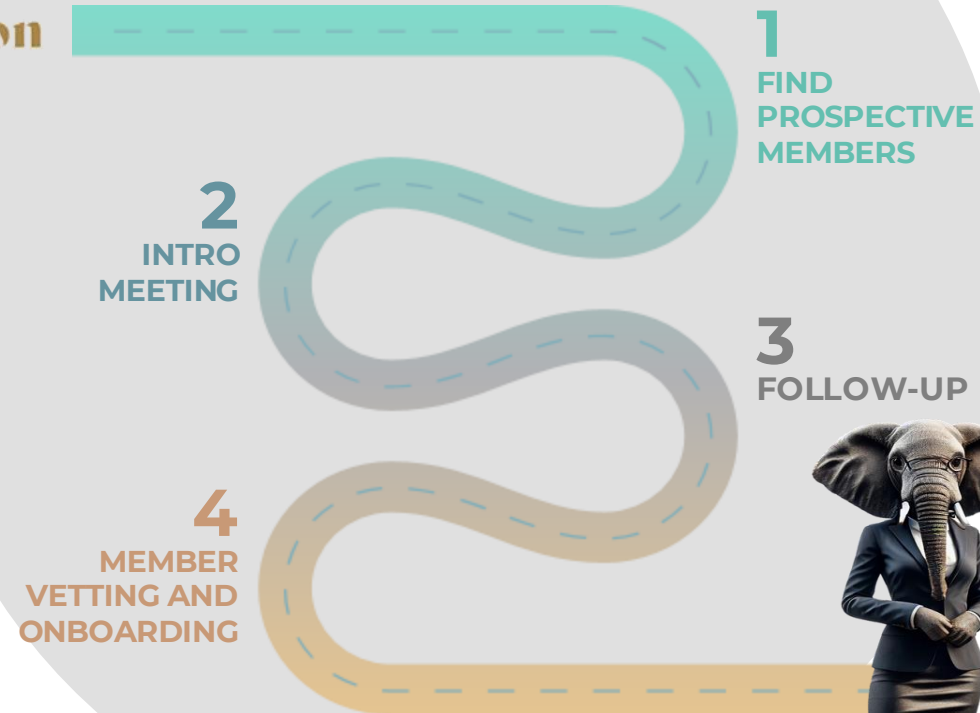
The recruitment process



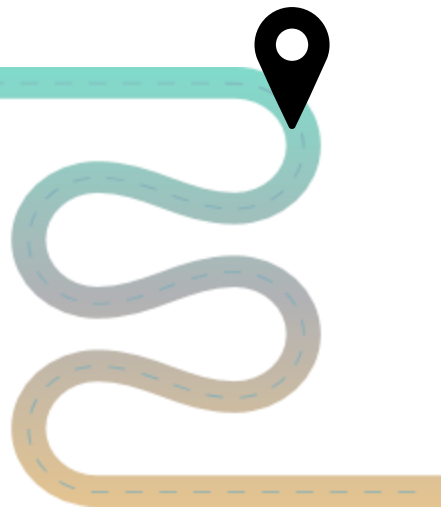
**Women
Presidents
Organization**

MARKET

WPO MARKETING + COMMUNICATION
EFFORTS TO CREATE BRAND AWARENESS



Potential WPO Member



1

FIND PROSPECTIVE MEMBERS

What has been your most effective or unique **referral source** for finding new members?





1

FIND PROSPECTIVE MEMBERS

COLD OUTREACH

WARM INTROS

- Current member referrals
- Partnerships with sponsors and local organizations
- Your personal and professional networks



1 FIND PROSPECTIVE MEMBERS

The relationship investment portfolio





2

INTRO MEETING

What is the most
unexpected question you
have received from a
potential member during
an intro conversation?



Group Activity # 1 - The Intro Meeting

Each participant will select one the following roles in the breakout room and follow the steps listed below:

- Chapter Chair (CC)
- Potential Member (PM)
- Moderator (M)

Chapter Chair (CC):

1. Your goal is to engage the PM during this initial meeting and **secure a follow-up meeting or move to the next step in the recruitment process.**
2. Pretend this is the first time you are meeting the PM.
3. You have 8 minutes to achieve this goal.

Potential Member (PM):

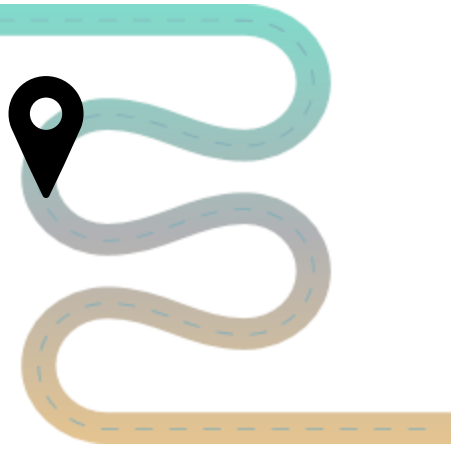
1. Act as the most challenging PM you have ever encountered, but one who eventually joined the organization.
2. Be prepared to offer objections, ask tough questions, and provide limited information to simulate a realistic and challenging scenario.

Moderator (M):

1. Observe the interaction and take notes on the CC's techniques, including effective strategies, communication skills, and overall approach.
2. After the roleplay, provide feedback on the best practices observed during the interaction.

Time Management in Breakout Room:

- Assign roles: 2 minutes
- Roleplay: 8 minutes
- Feedback and discussion: 5 minutes



2

INTRO MEETING

Let's discuss your experience.



2

INTRO MEETING

- Intro Emails
- Interview Tools

Subject: WPO Connection

Hello *[Recipient's first name]*,

My name is *[Your first name]*, and I am the Chapter Chair for the *[Your city/region]* Chapter of the Women Presidents' Organization (WPO).

[Explain the connection]

- I was provided your name by *[Contact name]* who mentioned you are interested in learning more about WPO.
- It was great to meet you at *[Reference the event]* and learning about *[Include something you learned about them]*.
- Thank you for reaching out to me over *[Social media platform]* and providing your email address.

I would love to connect and discuss how WPO can benefit you and your business further. Are you available for a brief phone call or in-person meeting in the upcoming weeks? Please provide me with a few times that will work well for you.

I look forward to the possibility of welcoming you to our WPO community.

Best regards,

Your Pretty Name

Chapter Chair- Your city

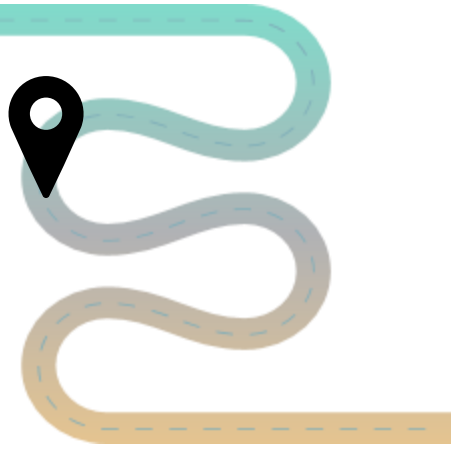


(your email address)



linkedin.com/in/yourname

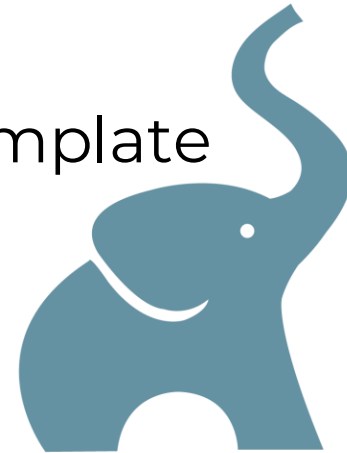




2

INTRO MEETING

The Recruitment Conversation Template



Group Activity # 2 – The Intro Meeting

Instructions: Using the interview tool, please go through the same scenario again.

1.Chapter Chair (CC):

1. Your goal is to engage the PM during this initial meeting and **secure a follow-up meeting or move to the next step in the recruitment process.**
2. Pretend this is the first time you are meeting the PM.
3. You have 8 minutes to achieve this goal.

2.Potential Member (PM):

1. Act as the most challenging PM you have ever encountered, but one who eventually joined the organization.
2. Be prepared to offer objections, ask tough questions, and provide limited information to simulate a realistic and challenging scenario.

3.Moderator (M):

1. Observe the interaction and take notes on the CC's techniques, including effective strategies, communication skills, and overall approach.
2. After the roleplay, provide feedback on the best practices observed during the interaction.

Time Management:

- Roleplay: 8 minutes
- Feedback and Discussion: 5 minutes



2

INTRO MEETING

Let's discuss your experience.



3 FOLLOW-UP

On average how many times do you **connect** with a potential member before they join WPO?





3

FOLLOW-UP

- Touch Points
- Follow-Up Emails
- Recruitment Tracker (CRM / Candidate Intel)



3

FOLLOW-UP

What is a Touch Point?

What is a Touch Point?



Subject: WPO Follow-up

Hello *[Recipient's first name]*,

I hope you are doing well.

I wanted to follow up on our recent meeting and thank you for taking the time to connect with me. It was a pleasure discussing your business and exploring how the Women Presidents' Organization (WPO) can support your growth and success.

As we discussed, WPO offers a unique platform for women business leaders to share insights, gain valuable knowledge, and build a supportive network. I believe your experience and perspective would be a valuable addition to our chapter.


Please let me know if you have any further questions or if there's any additional information I can provide.

I look forward to the possibility of welcoming you to our WPO community.

Best regards,

Your Pretty Name

Chapter Chair- Your city

 (your email address)

 [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)

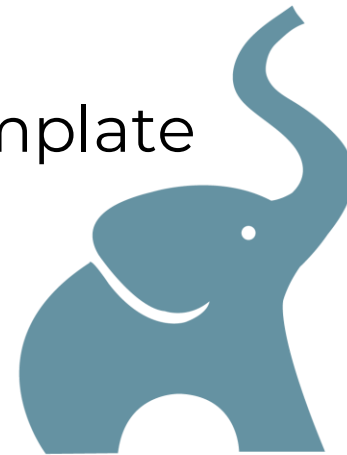




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FOLLOW-UP

The WPO Recruitment Tracker Template



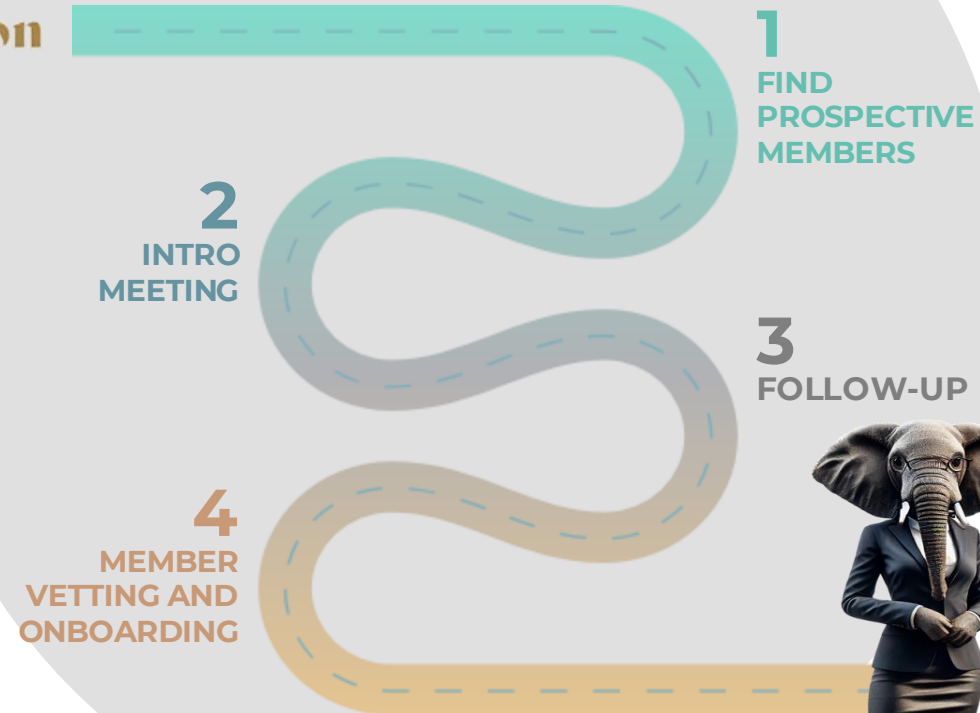
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Potential WPO Member

Additional Learning

What additional areas of learning would be helpful to enhance your recruitment efforts?

1. Cold Outreach Tools
2. Mastering Networking
3. Building Market Partnerships
4. Deeper Dive on Intro Meetings + Follow-Ups
5. Vetting + Onboarding of New Members

Thank You

