



I'M A WNFP MEMBER, NOW WHAT?

There are numerous ways you can get involved and take advantage of opportunities to maximize your WNFP membership. Here are a few goals to help you get started:

Within 30 days commit to:

- ☐ Expose your business with online visibility. We maintain an online directory of current WNFP members for members to promote and support each other's businesses. WNFP sponsors and partners receive extra visibility on our site, [contact Theresa Todman](#) today if you would like to become a sponsor or partner.
- ☐ We rely on our members to add specific details and enhance their profiles with logos, business images, hours of operation, website and social media links, and special member to member offers. [Login](#) to your account to update your member profile in our business directory and familiarize yourself with the profile tabs.
- ☐ Visit [events calendar](#) to sign up and attend a WNFP hosted events to introduce your business to local professionals.
- ☐ [Join the conversation on social media](#). Become a part of the online community and comment on WNFP's social media platforms. Be helpful. Give compliments. When you do it consistently, you'll get to know others in the community even if you can't attend the networking events. Also, "Like" Westchester Networking for Professionals Facebook page and view past event photos.
- ☐ Add Westchester Networking for Professionals member logo to your business website (download from Links tab of your member profile).
- ☐ [Sign up to participate in the "Member Rewards Program"](#) to earn unlimited discounts to help boost your business. (see information in the Links tab of your member profile.)
- ☐ Schedule your [Welcome Call](#) with our Founder, Theresa Todman.

- ☐ Register for our next **Member Orientation Meeting** to learn how to get the most out of your VIP membership.

Within 60 days commit to:

Assuming you've completed the steps above, it's time to think about what you want from your WNFP membership. Why did you join? Some of the most common reasons include:

- Getting more customers.
- Increasing your reach so more people know about you.
- Improving your reputation or becoming a larger part of the community.
- Meeting like-minded business people.
- Or maybe you have your own reason to join.

Whatever it is, the reason you joined, the goal behind your membership, dictates what step you should take next to make the most of your WNFP membership.

- ☐ **Post your business events** or workshops on WNFP events calendar.
- ☐ **Submit a request** to host an event at your business location.
- ☐ **Get involved.** WNFP has numerous opportunities to volunteer. There are committees in specific areas or ambassadorship opportunities. By volunteering you can get to know other businesses on a deeper level.
- ☐ Check event calendar for upcoming events you can attend and grow your network of connections.
- ☐ Sign up to participate in **Small Business Exchange Program**: **Accelerate Your Business with Other.**
- ☐ **Schedule a call** to discuss marketing and advertising opportunities.

Improve Your Reputation and Become a Larger Part of the Community

Within 90 days commit to:

- ☐ **Sponsor an event.** If you want to get your business name associated with WNFP, sponsoring an event is a good way to do it. WNFP offers a lot of different levels of sponsorships that will fit your budget. **Schedule a call** to discuss options.
- ☐ **Participate in Consultant on Demand program.** Some members offer package services. The Consultant on Demand program hosts a community of expert consultants and solution providers looking to expand their profile and grow their business.
- ☐ **Share “Good News” and event announcements** with WNFP community of professionals through email blasts, calendars, and newsletters.
- ☐ Review your company profile to update information. (update as needed).
- ☐ Look for potential business connections in the online Membership Directory – also view older version of basic member directory – over 800 members (**Login account**, find link in Member Quick Links).
- ☐ **Schedule a call** to discuss what benefits you're not utilizing.
- ☐ Check WNFP calendar for upcoming events to attend and/or get involved.

Within 120 days commit to:

- ☐ Share your WNFP member experience with a non-member business that would benefit from membership and **submit as a referral**.
- ☐ Questions about your membership? Contact **914-266-0347** or **Schedule a Call**.
- ☐ Check WNFP calendar for upcoming events to attend and/or get involved.
- ☐ Look for additional engagement opportunities (marketing opportunities and targeted sponsorships).



Within 180 days commit to:

- ☐ Review your Membership ROI. Are the goals you set for joining being met? If not, [contact us](#) to discuss.
- ☐ Contact Communications Committee about advertising opportunities in the weekly "Membership Matters" e-blast.
- ☐ [Submit](#) a member testimonial describing your membership experience.
- ☐ [Check WNFP calendar](#) for upcoming events to attend and/or get involved.

No matter why you joined WNFP, there are benefits to help you meet your goals. The best thing you can do for your investment is to get involved in a capacity that helps you advance your business.

We've outlined some ideas above, but these are only the beginning. In order to get the most out of your membership, make sure you schedule a call with Theresa Todman, so we can understand your business goals and help put you on a path to get tons of value from your membership.

If you have questions or need assistance setting up your account call us at (914) 266-0347, email: memberships@wnfp.org or [schedule a call](#).