



## 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:

### Day 1- 30 days commit to:

- ☐ Update member profile in the online directory with current up to date information to represent your business and gain visibility with other members. 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.
- ☐ Get to know WNFP and what we have to offer you and your business. Browse through your profile "LINKS" tab and visit [Members Area](#) links to learn more about our services and programs.
- ☐ Schedule your [Welcome Call](#) with our Founder, Theresa Todman.
- ☐ If you haven't done so, watch the [Member Orientation & Information | On Demand Video](#) (20 mins) to learn how to get the most out of your VIP membership.
- ☐ Visit [events calendar](#) to sign up and attend a WNFP hosted event 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.
- ☐ 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).



- ❑ Get involved with WNFP! Participate in our [Partnership Programs](#) and join in on the activities while growing your connections and building a positive reputation in the community, while earning points and rewards through our [Member Rewards Program](#).
- ❑ Add Westchester Networking for Professionals member logo to your business website (find link in the "Links" tab)

### **Within 30 - 60 days commit to:**

**How did you do your first 30 days?** If you need help, comments or questions, please feel free to contact us.

Are you ready to start promoting your business products and services to the community? Below are opportunities you can take advantage of with your membership.

- ❑ Hosting an upcoming event or workshop and want to share with our community of professionals. Post your business events for free. Click this link to [add your event](#).
- ❑ Do you have an office space or venue to host an event? You can [submit a request](#) to host an event at your location and introduce your business to the community.
- ❑ Members may request to participate in the Member Spotlight Sponsorship program. Spotlight your company's story, educate, and inspire the community of your services/programs. This is a great opportunity for you to be interviewed to introduce your business and discuss more about the benefits of your products and services. (Find information in "[Forms & Templates](#)")
- ❑ Whether you're looking to improve your leadership skills, build stronger relationships with professionals in the community or create a lasting network of connections while playing a major role to fulfilling WNFP's mission – Members of WNFP find that working alongside of us is a great way to get involved and they feel like they belong to the business community. Our [Partnership Programs](#) are a great way to get involved, and have fun, while earning points and rewards.
- ❑ **PROMOTE & GROW!** WNFP offers affordable and effective ways to market and promote your business! Our mission is to help member businesses be more successful. One of the most powerful benefits of a membership is the ability to promote your business at affordable rates to the right people. Consider promoting your company products and services with our [marketing & advertising options](#) and be seen month after month by 1,000's of potential customers.

- Get in front of a highly engaging targeted audience of professionals and introduce your company products or services by supporting WNFP and in efforts to producing exciting, valuable, and memorable business events with your support in our [event marketing options](#). This affordable investment offers great exposure and visibility for your company brand.

#### **Within 60 - 90 days commit to:**

At this point you should be very active in WNFP with your membership. Now you should consider promoting your business to increasing your visibility and exposure through our low-cost advertising and marketing options.

- WNFP is always looking to partner with corporations to build and nurture our community and business relationships. Being a WNFP Corporate Partner offers a heightened scope of exposure and intensified brand visibility with our diverse community of professionals. Please [contact us](#) for further information.
- Do you offer service packages? If so, the **Solutions on Demand program** may be the option for you to gain new customer leads. Participation in the program is free. To learn more, [click here](#).
- Got any good news you'd like to share with our email subscribers? Our community wants to learn about your successes, inspirations, and positive stories. [Click here](#) to submit your good news.
- Review your company profile to update information. (update as needed).

#### **Within 90 - 120 days commit to:**

- Referrals are a great way to grow our membership base. Share your WNFP member experience with a non-member business that would benefit from a membership with WNFP, [submit as a referral](#).
- Look for additional engagement opportunities (marketing opportunities and targeted sponsorships).

#### **Within 90 - 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 "Weekly Business Bulletin" e-blast.

Westchester Networking for Professionals | P.O. Box 1000, Bronxville, NY 10708  
 Phone: (914) 266-0347 | Fax: (866) 334-1988 | Email: [info@wnfp.org](mailto:info@wnfp.org) | Website: [www.wnfp.org](http://www.wnfp.org)



- **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 many benefits to help you meet your goals. The best thing you can do with 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](mailto:memberships@wnfp.org) or [schedule a call](#).