

EVERY MEMBER MATTERS

Turning Conversations into
Connections

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Who helped you feel that you belonged?

Think about your first months in a BPW club.

Who was the person who made you feel welcomed, included, or needed?

Share with someone near you

What did she say or do?

How did it affect your decision to participate?

Most members remember the person who welcomed them more clearly than they remember the meeting agenda.

Membership begins with belonging

01

JOINING

Gives her membership

02

PARTICIPATION

Gives her an experience

03

BELONGING

Gives her a reason to
stay

Retention begins with a member's first experience in the club.

Where connection breaks down

CURRENT MEMBER

She joins after an inspiring event, attends once, sits quietly, and leaves without a personal invitation. No one follows up. Three months later, she stops attending.

Where did the connection break?

PROSPECTIVE MEMBER

At a business or community event, she mentions career growth and service. We hand her a brochure but never learn what matters to her or invite a next conversation.

What would connection sound like?

Membership engagement belongs to everyone

The BRIDGE™ framework

B	BELONG	Help her feel seen	<i>“What inspired you to join us?”</i>
R	REACH	Initiate contact	<i>“May I call you this week?”</i>
I	INCLUDE	Bring her into the circle	<i>“Let me introduce you.”</i>
D	DEVELOP	Discover her goals	<i>“What would you like to learn?”</i>
G	GIVE	Offer a meaningful role	<i>“Would you help with one part?”</i>
E	ELEVATE	Recognize her contribution	<i>“Your experience adds value.”</i>

One conversation. One invitation. One follow-up.

The CONNECT conversation



CREATE

A genuine opening



OPEN

Ask about her work, interests, or community



NOTICE

Listen for goals, challenges, interests, or career needs



NAME

Connect what she shared to a relevant BPW opportunity



EXPLAIN

Offer a brief, personalized description



CONTINUE

Invite her to a specific event or next conversation



TAKE TIME

Send a personal follow-up within a few days

**When listening is genuine, the person—
not the pitch—leads the conversation.**

Questions that create connection

INSTEAD OF ASKING

Are you enjoying the meeting?

What do you do?

Would you like to volunteer?

Why haven't you attended?

Did you receive the email?

TRY ASKING

What part of today connected with you?

What work or cause matters most to you?

What contribution would feel meaningful?

We have missed you. How can we help you reconnect?

What information would help you take the next step?

Meaningful questions help us understand the person behind the membership profile.

Listen for interest—connect to value

WHAT SHE SHARES

Career advancement

A mentor

Growing a business

A stronger network

Community service

Women's rights

A BPW CONNECTION

Leadership development and professional training

Mentoring and intergenerational connection

Business owners, visibility, and referrals

Local, national, and international connection

Volunteer and service opportunities

Advocacy, public policy, and collective action

Connection begins by listening well enough to make the invitation relevant.

Connection practice

PAIR UP

Each person answers

- What brought you to BPW?
- What has made you stay?
- What connection would strengthen your experience now?

LISTEN

**Listen for what matters to
your partner.**

*You will introduce her to the
room.*

CONNECT

I met _____.

One thing that matters to her
is _____.

One way we might connect
her more deeply to BPW is
_____.

What did you learn by listening that a profile would not reveal?

A natural BPW introduction

“You mentioned that you are looking for opportunities to strengthen your leadership skills. I belong to BPW, an organization that supports and develops business and professional women. We offer leadership programs, mentoring, advocacy, and opportunities to serve. I think you might enjoy one of our upcoming events.”

PERSONALIZE

Link BPW to what she actually shared.

INVITE

Offer one specific next step.

FOLLOW THROUGH

Exchange contact information and follow up personally.

The first 90 days

30 DAYS

WELCOME + ORIENT

- Personal contact
- Profile and orientation
- Meet leaders

60 DAYS

CONNECT + EXPLORE

- Attend an event
- Meet another member
- Explore a committee

90 DAYS

PARTICIPATE + CONTRIBUTE

- Join an initiative
- Take a manageable role
- Share an idea or story

Help each new member identify her next meaningful step.

The Every Member Matters challenge

Before this day ends, I will...

01

Reconnect with one member

02

**Initiate one meaningful
conversation**

03

Make one personal introduction

04

**Complete one follow-up within 48
hours**

What could change if every member made one intentional connection this month?

BE THE REASON SHE STAYS

A conversation can welcome her.
An introduction can connect her.
An invitation can engage her.
A relationship can give her a reason to stay.

**Before today ends, begin one conversation that
could strengthen a woman's connection to BPW.**





BPW INTERNATIONAL
BUSINESS AND PROFESSIONAL WOMEN

CLUB DE DOUALA



- First Vice President of membership, NPPWC
- Member of NFBPWC - Virtual Club
- Founder BPW Douala – Cameroon
- Central Africa BPW Representative
- Member of the SCTD&E - BPW International
- Member of the W7 Task Force – BPW International

• **I am Nicole Mpouli – A BPW Voice**

