

# CITY CORPORATE CHAPTER PLAN



CITY CORPORATE

## **Chapter Vision (Legacy)**

### ***Example***

To be a warm and enthusiastic chapter that inspires trust, provides quality and achieves success through strong connections with dynamic industry professionals

## **Chapter Mission**

## **Chapter Goals**

End Result	Current	Sept 2025
Size of Chapter	27	28 - Net Growth 7
Overall Retention	74%	
100% Green members	33.33%	95%

## **Minimum Standards (KPI's)**

This is the minimum level of performance for our members that is expected. Remembering that our minimums are not our maximums.

Minimum standards or lowest KPIs are for the membership committee so

- all members are treated equally
- membership committees members can to lead discussions with lower performers
- to set parameters for when a person will not be renewed
- Clear communication for all members

## **Individual KPI's**

- Number of referrals per month per member
- Number of One2One's
- Number of visitors per month per member
- Number of CEU
- Be in the Green
- 100% Attendance

## **Monthly Chapter Focus**

Activities that generate visitors and grow members are ideal. Once a chapter reaches 25 members, establishing contact spheres is also a perfect focus for planning.

Month	Activity Details	Who Responsible
November	Chapter Stimulant e.g., BNI Boogie Visitor Day /Stack Day / Member Growth Day Education theme, e.g., business growth. Chapter Success Meeting Membership Committee Meeting Contact Sphere Focus – category visitors Member Reviews – 3, 7, 10 mth Social Event	President Growth and events / VH Coord Education Coord President Vice President Community Builder / Growth Coord Membership Committee Events Team
December	Last meeting (date) Chapter Stimulant, e.g., Ball of Yarn Education theme, e.g., self-awareness. Chapter Success Meeting Membership Committee Meeting Contact Sphere Focus – group presentation Member Reviews – 3, 7, 10 mth Social Event = Celebration of the year 2025 Planning Meeting	President President Education Coord President Vice President Community Builder / Growth Coord Membership Committee Growth and events President
January	First meeting (date) 2025 Planning Meeting (if not done in Dec) Member Reviews – 3, 7, 10 mth Social Event	President President Vice President Growth and events

## Chapter Stimulants

Refer to the [chapter stimulants](#) document for ideas about different events.

***“Plan your work for today and every day, then work your plan.”***

Margaret Thatcher