

BNI El Dorado Hills Chapter

2009 BNI El Dorado Hills Business Goals

BNI EDH Mission Statement

Through developing professional and personal relationships amongst our members, we fully embrace the concept of “Giver’s Gain” in service to growing our chapter size, our referral base, and revenue; providing quality referrals to each other with integrity, honesty and generosity.

2010 Goals for October 1, 2009 to September 30, 2010

Membership: currently 40. GOAL to GROW to 52
2 new members every month = 24 new members

Annual Referral Revenue: \$500,000
\$250 per member per week

Referrals: At least **1 referral** per week = **4** per member per month, or **2000 referrals during the year** (50 x 40).

Average Revenue per Referral: \$250 (\$500k / 2000)

Visitors: Each member will bring at least **12 visitors during the year**, **1** visitor per member per month.
Chapter average of **9** visitors per week or at least **480** visitors in the next year (12 months x 40 members)

Visitor conversion ratios: Of course, not everyone that visits will make the decision to join our chapter. This is why we use conversion ratios to track our progress.

A 5% conversion ratio would contribute **24 new members** by the end of the year! (480 x 5%)

Don’t forget about attrition. It is a fact that all organizations will experience this to a certain extent. We will work for the prevention of the loss of only 12 current members during the next year! Only 1 less member per month.

Annual Attendance: Each member can only miss **1 meeting per month**. Be there, be present, be ready to give.

If we promise to commit to the goals above, our chapter, & the referrals it collectively provides, will always be in a state of expansion.

‘Yard by yard, life is hard. Inch by inch, it’s a cinch.’

Annual Chapter goals

24 new members
\$500,000
2000 referrals
480 visitors

Annual Goals per member

Sponsor ONE new member
\$12,500 revenue
Give 52 referrals
Bring 12 visitors

Monthly goals

2 new members
\$1,041.67 revenue per member
4 referrals per member
1 visitor attend per member

Weekly goals

Induct a new member every other week
\$250 revenue reported per member
Each member will give 1 referral
Each member will invite one guest per week