

BNI® MEMBERSHIP GRANTS: CHALLENGES & OPPORTUNITIES

CHALLENGES

VS.

OPPORTUNITIES

- ⊖ How will it be assessed? How do you decide eligibility?
- ⊖ How much will people commit to the process if they don't have any skin in the game?
- ⊖ This might be tough on a few people who are members who have been struggling and paying their fees.
- ⊖ We need to avoid promoting free memberships as it sends the wrong message. There is a grant, there is a commitment and there are KPIs to meet.
- ⊖ Members will start promoting "free seats" and that will devalue the brand
- ⊖ We need to avoid having entitled "free loaders" enter Chapters will need to be carefully managed.
- ⊖ Confidentiality concerns will need to be managed carefully in the MC.
- ⊖ Making sure they understand it's only for 1 year.
- ⊖ If they get refused a "scholarship" or a "grant" will they be offended?
- ⊖ There are some business specialties you would not want to fill using a grant (eg accountant)

- ✓ Helping another business person who was genuinely impacted by COVID.
- ✓ Being part of the story of someone's success and return to business profitability.
- ✓ Ability to increase member ROI through a bigger referral network.
- ✓ DC being involved to help the Chapter Leaders and the MC.
- ✓ Separate Checklist for the Grant Interview.
- ✓ A business plan by the Applicant would be highly desirable and assist with the approval process.
- ✓ To lower the risk let's do this by referral and support a relationship that already exists.
- ✓ Encouraging members that are struggling to raise this with MC.

Do we need a cap on numbers?

The limitations on numbers should be set by agreement up front and relate to Chapter objectives.

BNI GIVERS GAIN® MEMBERSHIP GRANT: FREQUENTLY ASKED QUESTIONS (FAQS)



What is the eligibility criteria for the Givers Gain® Membership Grant (Grant)?

The eligibility for a Grant is at the discretion of the local Executive Director, must be approved by the Membership Committee of the Chapter and targets businesses not members of BNI® at this time. The factors to be considered when considering eligibility are as follows:

- 1** Business genuinely impacted by COVID and other recent natural disasters;
- 2** New businesses started during COVID; and
- 3** Businesses in industries impacted by COVID in the local area.

Who decides who is eligible?

The Membership Committee refers Grant Applicants to the local Executive Director for consideration and final approval. The Application process is subject to all the normal processes, including all the confidentiality expectations that apply to all Membership Committee matters.



If a recipient doesn't pay for their membership, how much will they commit?

All new members of BNI® go through an extensive onboarding process to make sure they understand that BNI® is a system, and only works through effort in relationship building activities such as one-to-ones, giving referrals and meeting attendance expectations. Like any Member, Grant recipients will be expected to be in the Green at all times and may be subject to progressive coaching should those expectations not be met.



Doesn't promoting "free seats" devalue the BNI membership?

We want to be part of the story of businesses emerging from COVID related challenges. We are offering Membership Grants and recipients will need to comply with requirements set out by BNI® and Chapter's Membership Committee. Those participants in the Grant program performing below expectations will not be given a certificate of credit when they leave BNI®. There are no "free seats" and this sort of language needs to be avoided.



If a Grant recipient leaves will they receive a certificate of credit?

All members that leave in good standing with BNI® receive a certificate of credit when they leave.



How many Grants are available per Chapter?

Limits on grants are set by agreement between the Chapter Membership Committee and the local Executive Director, and need to relate to Chapter growth objectives.



What are existing members doing it tough going to think about this?

We care about existing members, and we will continue to offer those in need with payment plans and other support as appropriate in the circumstances.

