

## Communications via Core Groups

*Courtesy of NEWH/Washington DC Metropolitan*

The Chapter Membership roster is divided up into 5-7 groups (the number of groups can vary depending on Chapter size). Each group is assigned a Core Group Captain. That Captain is responsible for calling each member on their list to communicate specified information (see below for examples). As new applicants are voted in as members, they are immediately assigned to a Core Group.

The committee's function is to provide a communication's system to inform members of information in a variety of circumstances. Those circumstances can include:

- A postponement of a program due to inclement weather
- A last minute change in venue of a program
- A call to "rally the troops" to get members to help out at a program
- A call to drum up attendance at a program that has had rsvp's of less than the required amount to have a successful program
- A call to drum up greater fundraising efforts

The committee is here to serve the chapter's board members on an as needed basis. The board members are instructed provide the following information when they need to "activate" the core groups:

- A "script" of the information they are requesting the committee to pass along to membership
- Parameters of the information (who, what, when, where and how)

Additionally, the core captains tell the members on their "call list" to respond directly to the board member or committee chair who requested the core group activation, with their information (i.e., if the situation is a low response to a program, and the core captain finds that through their efforts the person they called will now be attending the program, they are to have that person rsvp to the programming committee chair).

The core captains' responsibility is to contact the members on their "call list".

Core captains are instructed to their call lists in a variety of different ways that include:

- geographical location (so the core captain doesn't have to make a long distance call)
- Industry affiliation
- core captain may be an interior designer, so their call list might include members who are with hotel companies or hotel management companies
- a core captain may be a sales rep. so their call list might include interior designers or purchasing companies; a core captain may be a general manager of a hotel, so their call list might include other general managers or food and beverage people
- a core captain may work for a company that has many NEWH members, so their call list might include co-workers
- a core captain may be an instructor, so their call list might include our student members