



POWERED BY
BNI[®]

TOOLKIT

Improving Tomorrow's Business
Through Education Today™

Business Voices[®] is a program of the BNI Foundation

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What is Business Voices®?



BNI Foundation co-founders, Beth and Ivan Misner were inspired by their time with Sir Richard Branson who shared this impactful thought with them: “If we could get every single business person in the world, every single entrepreneur to play their part, we could get on top of most of the world’s problems.”

BNI has a long, proud legacy of reaching in and helping out where schools have needed extra funding. A pivotal factor of our philanthropic work was the creation of the Business Voices® initiative to provide even more to the schools and organizations with the greatest needs.

Business Voices is a global movement focused on creating a conduit between Business and Education to meet children’s educational needs. Our initiative pairs BNI members and concerned, engaged and motivated corporations, service clubs and community groups with schools and educational organizations to help them find the resources they need in order to have maximum impact on the kids of our communities. We call this work “Cause Networking” — and who better to lead the way with cause networking than the world’s largest, most successful networking organization? Companies and service organizations have adopted Business Voices® in many countries around the world.

Why Business Voices®?



“Entrepreneurs have a unique way of viewing challenges and addressing problems,”

Beth explains. “When business owners find out more about what the needs of local schools and educational organizations are, they are able to provide creative and effective solutions that are not wrapped in a lot of red tape.”

The support of the business community is like a giant pair of scissors that slashes right through that red tape. Business Voices® is an idea whose time has come, and we need all hands on deck!

Although the BNI Foundation started this movement, it is open to all organizations, professionals, and business owners. BNI is Ground Zero for this initiative, which is rapidly expanding to include many collaborative partners. Within the Business Voices® movement, we agree that BNI represents our rallying cry: **Bureaucracy Not Involved!**



Business Voices® Organizational Chart



Schools, Organizations, Teachers, Children

Business Voices® Teams - BNI Members and
Non-BNI Members (Business Owners)

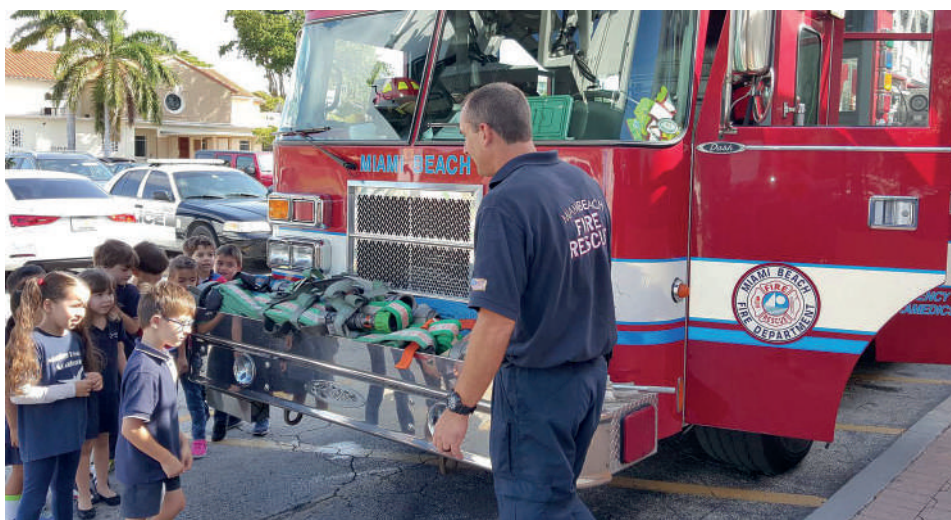
Community Outreach
Champions (Chapter Level)

Business Voices® Team Leader,
Advisory Council
Founder, Coaches,
Spokespersons

Business Voices® Formation Models



There are several effective models for forming Business Voices® teams and getting started with Cause Networking in your community. Our movement is designed to be easily customizable. We suggest you evaluate the dynamics of your local community and use or adapt the model that best suits the situation you encounter.



Business Voices® Team (BNI Chapter or Non-BNI Professionals)— formed by either a single business professional or an individual BNI Chapter to focus strategically on one school or other educational organization, such as the local Boys and Girls Club. A Business Voices Community Outreach Champion is selected to coordinate all activities on behalf of the BNI Chapter or business professionals.

Business Voices® Team (Community/Regional)— formed by business groups such as a BNI Chapter, a Rotary Club, a Chamber of Commerce or a combination of business professionals who wish to form a team and have a particular focus on the schools and educational organizations within the entire community. The Business Voices Team has one Business Voices® Community Outreach Champion who organizes projects each year, drawing from the group to implement the strategies that meet the needs for their particular community.

In a large community where there are many Business Voices® Teams operating, there can be a Regional Business Voices® Team Leader designated. This person is responsible for managing, training, and coordinating the Business Voices Community Outreach Champions from each Business Voices® Team.



Business Voices is
Creating a Conduit
Between Business
and Education to
Meet Children's
Educational Needs



**Form
Your Team**



Complete the Business Voices
Activation Process found [here](#)



Select an educational
organization to work
with



Select a Community
Outreach Champion



Meet with the School

4

5



Schedule a meeting
with the educational
organization

Determine the
educational
organization's **Five
Biggest Needs**



Implement Your Project

7

6

Assign a project team
Member participation is
voluntary



Choose a project to
address one or more
of the school's needs

8

9



Develop and
implement the
project



Share photos, videos
and details with the
BNI Foundation

Click on the project categories for more details and information.



PROJECT IDEAS

Use these ideas as inspiration for projects that will meet your community's needs.



Education

- Volunteer at a Junior Achievement organization to teach classes
- Tutor at a local Boys/Girls Club, YMCA/YWCA
- Coach the teachers and staff at the school
- Speakers' Series for school assemblies



Mentoring & Networking

- Career Day
- Career Fair
- Big Brothers/Sisters bring a son/daughter to work day
- Speed Mentoring
- Invite a Youth Leadership program to the school
- Set up a mock business to help students learn about business

Click on the project categories for more details and information.



School Supplies

- Fill My Ride supply drive
- Collect hygiene/first aid products for the school
- Clothing drive
- Weekend food backpacks for kids with the greatest needs



School Building Maintenance

- Campus beautification day
- Back to school day painting, handyman work, etc.

Other Project Ideas

- Pro-bono sign-up system with other professionals
- Recruit community businesses to learn about and help with the needs of the school
- Create a wildly cheering, back to school rally for the kids to enter through

Please document your project with photos and video to share with other Business Voices teams.
Remember that you will need permission to film and photograph students.

Sample Letter



Sample Introductory Letter to Organizations and Schools

Dear xxxx

My name is xxxx and I am a member of BNI, the world's leading referral organization. I want to provide to you some information about the BNI Foundation and our Business Voices® Initiative and how we hope to assist you and your school.

The BNI Foundation has been supporting children and education for over 18 years here in the United States and around the world. The focus of the BNI Foundation® is to change the trajectory of the youth of our community and help them find the path to productive and successful lives. For us, the mechanism to help with this shift is investing our time, treasure, and talent to assist in education where we can.

We recently started a new initiative we call Business Voices® to inspire and encourage business owners to find out more about the needs of the schools in their local communities. As we bring a wide variety of local businesses together to focus on meeting the needs in education, we are discovering that this sector of the community really does want to help, they just need to have a little guidance on what to do.

The BNI Foundation forms Business Voices® Teams in the local community that go into the schools with the question: "How can we help you?" Sometimes that help involves funding a teacher's creative program by awarding a \$1000 Givers Gain Grant, sometimes it involves providing communications workshops for the faculty and administration, and at other times it involves businesses banding together to do school supply drives. What it does not involve is red tape! At the BNI Foundation, we like to think that BNI stands for Bureaucracy Not Involved.

We're serious about making real differences in kids' lives, because we think business has a responsibility to the youth in our community. We would like to form a Business Voices® Team to come to your school and help you! Please let me know a good time to talk more about this and how we can be of assistance to you!

Thank you for your time.

Sincerely,

Letterhead Template

Download this letterhead template in MS Word format [here](#).



POWERED BY
BNI

Name

Address

Address

phone: 000-000-0000

email: email@email.com

Month, 01, 2017

To:

Name

Address

Address

Dear Recipient,

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

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Kind regards,

Name

11525 N Community House Road, Suite 475 Charlotte, NC 28277

1.877.401.1394 (Toll Free US Only) 1.704.248.4800 (US and International) 1.704.837.7491 (Fax)

info@bnifoundation.org

Event Flyer Template

Download this flyer template in MS Word format [here](#).



**Improve Tomorrow's Business
Through Education Today**

POWERED BY
BNI

Place Photo Here
and Size to Fit

MONTH

31

Event Name

Location 5pm to 8pm

Lorem ipsum dolor sit amet, nullam tritani occurreret sea et, habeo ullum animal ne nam. Scaevola interpretaris his in, qui ei facilisi pericula, est quis vide phaedrum te. Illud scaevola senserit id has, cetero noluisse ut mel, eum et quas accusata. His vitae consequuntur in, alia splendide te vim. Eu his debet tollit corpora, ex alii propriae est.

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CONTACT: NAME 000-000-0000

Presentations



Find presentation talking points for a variety of audiences [here](#).

20-60 Second BNI Chapter Meeting

**5-10 minutes Feature Business Presentation at
BNI Chapter Meeting or BNI Regional Event, Leadership
Chapter Officers, Directors, or Executive Director's Meeting**

Audiences Outside BNI

5 - 15 Minute Community Presentation OUTSIDE BNI



Business Voices® Event Checklist



12 weeks in advance

- Identify the type of event
- Determine the date, time and location
- Reserve or confirm with venue
- Inform the BNI Foundation about your event at: Marketing@bnifoundation.org

8-12 weeks in advance (minimum)

- Determine the budget for the event, including funding sources
- Procure vendors and sign contracts (if needed)
- Identify what supplies are needed and if they can be donated
- Order any supplies
- Reserve equipment, coordinate room setup, Arrange for security
- Arrange for disability accommodations (if needed)
- Recruit volunteers

6-8 weeks in advance (Minimum) Marketing for the Event

- Create an invite in a Word Document or Google Doc with the following items:
 - A. Type of Event
 - B. Date
 - C. Time
 - D. Venue Location
 - E. Event Contact Name/Email/Phone
 - F. Business Voices® Approved logo *In the Social Media Kit*
 - G. Website: www.bni foundation.org,
 - H. Donation Link: https://bnifoundation.maxgiving.com/pay/step_1



4-6 weeks in advance

- Set up A Facebook Event Page and make it public ****
- Invite everyone in the community via Facebook and email blasts
*** (Email marketing@bnifoundation.org if you need help with this) ***

3 weeks in advance

- B2B ask surrounding Local Business Owners, Chambers and BNI Members to spread the word about your event and provide them a flyer or email them the details
- Contact local newspapers and news stations and ask them if they can share the details of your event
- Write and distribute press releases

1-2 weeks in advance

- Confirm venue space and room set-up
- Confirm anyone donating supplies
- Confirm volunteers and brief them on what to expect
- Create an Event Registration or Sign In Sheet

1-2 Days Before Event

- Confirm volunteers and tell them where to check in

ON THE DAY OF THE EVENT:

- Check in volunteers
- Check setup to make sure everyone has everything needed
- Greet and thank all who attend and all who donated time, talent, supplies or treasure
- Clean up



AFTER THE EVENT: (Within one week)

- Send survey link to participants
 - A. Send Thank you notes to the following:
 - B. Event Volunteers
 - C. Sponsors over \$100 or more
 - D. Those who Donated Items
 - E. To the Venue
 - F. Anyone who donated Supplies for the actual event to happen
- Send all feedback, your event details, and 1-5 images to marketing@bnifoundation.org



Press Release



Press Release Boilerplate

Use this wording at the end of any Business Voices® press release you create:

The BNI Foundation has a long, proud legacy of helping out where schools and educational organizations have needed extra funding for projects not provided for by school districts or state funding. A pivotal factor of our philanthropic work was the creation of the Business Voices® initiative to provide even more to the schools and educational organizations which have with the greatest needs. Our initiative pairs BNI members and concerned, engaged and motivated corporations, service clubs and community groups with schools and educational organizations to help them find the resources they need to have maximum impact on the kids of our communities.

Support looks different depending on what the schools or educational organizations identify as their greatest challenges. In some communities, poverty is one of the top challenges. Kids need food to eat or socks and underwear to wear! In other communities it may be bullying, eating disorders, or alcohol use. That is why we recommend listening to what the schools, and even the students, identify as their unique challenges. Wherever there are young people, there are ways they will benefit from having us in their stories. We call this cause networking. Are you ready to get involved? For more information, contact the BNI Foundation at www.bnifoundation.org.



Business Voices Facebook Page

Guidelines for setting up a Facebook Page

<https://www.facebook.com/businessvoicesteamprototype/>

1. Create a Facebook page using Cause or Community as the categories
2. Select EDUCATION & CHILDREN'S EDUCATION as subcategories.
3. Email marketing@bnifoundation.org and notify us that you have created a page, your geographical area, name and a contact phone number.
4. Add Beth Omecene Epperson as a friend on Facebook and then as an Admin on the page. We will help to promote your events, make updates to your page as Business Voices® grows including Posts that will be effective to your audience.
5. Under the settings tab, select Preferred Page Audience on the left hand side of your screen.
6. Next, click on Set Preferred Page Audience. Add your location. Fill in the targeted audience to cover a 50 mile radius.
7. Finally select special interests and add specific tag or key words & SAVE the changes. Key Word examples are as follows: Charity, Schools, Child, Student, Education, etc.
8. Use the following verbiage when filling in your FB page sections and use THESE SPECIFIC BRAND APPROVED IMAGES only for your profile pic and cover photos. We will send new ones out to you as we change these:

Create User Name:

Business Voices® Geographical Location

@BusinessVoicesYourLocation



Use this for Profile Picture



Use this for Cover Photo





About Page

GENERAL:

Category: Community

Page Name: Business Voices® Geographical Location

Username: @businessvoicesGeographicalLocation

CONTACT INFO:

Phone number: Your Local Contact Info

Email: Enter your local contact email

Website: Enter your local website contact info

MORE INFORMATION:

Contact the BNI Foundation for additional information at info@bnifoundation.org or 704-248-4800

STORY:

Business Voices®, an initiative of the BNI Foundation, is a global movement focused on creating a conduit between Business and Education to meet children's educational needs. We pair BNI members and concerned, engaged and motivated corporations, service clubs and community groups with schools and educational organizations to help them find the resources they need in order to have maximum impact on the kids of our communities. We call this work "Cause Networking" — and who better to lead the way with cause networking than the world's largest, most successful networking organization?

9. Start inviting anyone and everyone you and your team/chapter know!