



2010 AWBC Member Benefits Summary

Membership in the AWBC provides support to Women's Business Centers through the following member benefits:

1. Public Policy and Advocacy

- A. The AWBC is the organization that lobbies on your behalf for funding increases and on other matters of importance with Senate and House committees on Small Business and Entrepreneurial Development on Capitol Hill.
- B. Public policy alerts and calls to action are sent via email announcements on Run My Club to alert you to funding or policy matters.
- C. The AWBC typically holds an Annual Capitol Hill event and training for meetings with legislators.
- D. Member centers are supported by the AWBC Public Policy Council and AWBC Advisory Board
- E. The AWBC meets regularly with the Office of Women's Business Ownership to address systemic issues of concern across the nation.

2. Training And Peer-To-Peer Educational Exchange

- A. The AWBC collaborates with a network of alliances--stakeholders and bipartisan leadership to ensure that the WBC leaders receive world class training and best practices in the following areas:
 1. Public Policy and Legislation
 2. Leadership Development
 3. Diversifying Funding Resources
 4. Center Growth and Sustainability
 5. Best Practices in Information Technology and internet usage
- B. AWBC typically hosts an Annual Members Only Leadership and Development Conference in Washington, DC.
- C. The AWBC website and Run My Club provide easy to use systems for staying connected to each other for peer-to-peer sharing and mentoring.
- D. In 2008 AWBC instituted free monthly AWBC School Conference Calls; and archives audio files of these calls to its web site for future reference.

3. Research and Impact Studies

- A. AWBC participates in and sponsors research to ensure that all are well informed of the needs of women entrepreneurs including the impact of women business owners on the national and international economies.
- B. Relevant new research and documents are posted to the AWBC web site.
- C. AWBC conducts membership surveys and shares results.

4. Portfolio Of Resource Support

- A. Through its ever growing list of networks and alliances¹ the AWBC and its partners provide funds and resources to help the Women Business Centers grow and develop their portfolio of client resources.
- B. AWBC also links with national partners and allies for discounts and beneficial member partnerships.

- C. AWBC shares information on other federal funding contacts and fundraising opportunities as it is available.
- D. AWBC provides your connectivity to national boards that serve members such as National Women's Business Council and Center for Women's Business Research.
- E. AWBC formed partnership with Intuit to provide licensing and free software with an in-kind value of \$35,000+.
- F. AWBC formed partnership with Constant Contact to provide Email Marketing (up to 10,000 email addresses), Survey Product (up to 10,000 responses per month), Event Marketing Product (up to fifteen open events per month), unlimited image hosting and email archive with an in-kind value of \$3,240.
- G. Web site and Run My Club database provide marketing support and connectivity between centers, directors and potential clients who call the AWBC to find the center near them using *Member Map*.
- H. Web site and Run My Club building a library useful tools and resources that will build organizational capacity and serve WBC constituents. Information and resources will focus / be categorized under: 1) programs and services; 2) fundraising- ideas and sources of potential support; and 3) board development/leadership development 4) and) research- data that tells the economic, social, cultural, environmental impact of women's entrepreneurship and women's business centers.

5. Limited Membership Incentive Programs (selected centers only)

- A. Direct Selling Educational Foundation Direct Sales Days - 4-6 WBCs to be supported in 2010
- B. Prudential Partnership - 25 WBCs were supported in 2008 and 2009 by 9 Local Relationship Managers - 2010 TBD
- C. State Farm/Organization of Chinese Americans program - beta-tested in Northern VA during Fall 2007; ran in Chicago and NYC Spring 2008; expansion TBD in 2009

¹ *Partial list of alliances*

Foundations

Foundation for Financial Planning
 Edward Lowe Foundation
 Ewing Marion Kauffman Foundation
 Babson College Center for Women's Leadership
 Direct Selling Education Foundation
 Mary Kay Ash Charitable Foundation

Non-governmental Organizations (NGO)

Office of Women's Business Ownership
 Small Business Administration
 Women's Funding Network
 National Women's Business Council
 Women Impacting Public Policy
 Count Me In
 SCORE
 Association for Enterprise Opportunity
 US Chamber of Commerce
 Athena International

Corporations

Office Depot

Business Women's Network

PNC

Best Buy

State Farm

Bank of America

Constant Contact

Best Buy

Intuit

Prudential