





Business Voices Talking Points

- » The BNI Foundation's Business Voices initiative is creating exciting partnerships between BNI chapters, local businesses, and local children's educational organizations using cause networking to create a conduit for a flow of much-needed resources.
- » Business Voices is inspiring more BNI members from around the world to participate in the BNI Foundation's work.
- » Business Voices puts the "give" in Givers Gain as BNI gives back to the community.
- » The BNI Foundation's Givers Gain Grants support our Business Voices initiative - bringing even more resources to our schools.

When referring to the initiative:

A variety of ways to refer to Business Voices is good, and mentioning several times that it is a BNI Foundation initiative will help us create understanding about Business Voices and where this movement fits with regard to the overall promotion of our BNI brand.

- › The BNI Foundation's initiative, Business Voices
- › Business Voices, a BNI Foundation initiative
- › Our initiative, Business Voices OR our initiative
- › Or simply, Business Voices (when talking with a BNI audience)

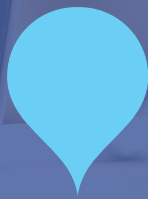
Coming Together to Lend a Hand

This Business Voices Programs Graphic illustrates how the BNI Foundation supports the Business Voices initiative



- » **Givers Gain® Grants:** \$1000 grants offered on a rolling grant cycle by BNI Foundation USA; for information on other countries, contact the respective administrators
- » **Monthly Heroes:** BNI Foundation USA monthly donor program with Sidekicks (\$25), Heroes (\$50), and Super Heroes (\$100)
- » **BNI Connect 5:** Annual short documentary film about 5 countries connecting with 5 educational projects to support them with the Business Voices initiative - projects will vary each year and is being coordinated by Kevin Barber, BNI Foundation International Advocate
- » **Approved BNI Foundation International Affiliates:** For a list of our approved BNI Foundation international affiliates, go to bnifoundation.org.





How can chapters publicize Business Voices?

- » BNI Foundation Facebook page
- » Regional Business Voices Team _____ [Your city] Facebook page
- » Submit blog posts for BNI Foundation website & SuccessNet
- » Other social media (Twitter & Google+, etc.)
- » Local press

What does BNI need in order to publicize the projects that regions, chapters, & members coordinate?

- » We need summaries of your projects!
- » Photos and **video clips**. Send to brianb@bni.com
- » SuccessNet Submissions. Send to eden@bni.com

Where can I learn more and connect?

- » BNI Foundation Facebook page
- » BNI Foundation website & SuccessNet
- » Other social media: Google+, Instagram, Twitter, and Pinterest.

What support materials are available?

- » Print-ready flier artwork
- » BNI Foundation & Business Voices logos can be found at www.BNIBranding.com
- » BNI Foundation's Business Voices Programs Graphic
- » Lapel pins in sterling silver, gold, and plated gold at www.kantigoods.com



Local Implementation

A region participates in the Business Voices movement in many ways, from the very informal to quite organized. We have seen regions doing some creative things!

Some regions and chapters are:

- » “Adopting” local schools, learning what their needs are, and using cause networking to meet those needs
- » Coordinating career fairs for schools
- » Conducting back-to-school drives for schools
- » Conducting work days at schools/educational organizations
- » Mentoring at-risk kids to help give them every chance possible to succeed

For specifics:

Come on one of the 4th Monday Business Voices Launchpad Zoom calls with BNI Foundation Co-Founder and President, Beth Misner, to learn more about our initiative. Links for the Zoom calls are posted regularly on the BNI Foundation’s Facebook page.



BNI Foundation/Business Voices

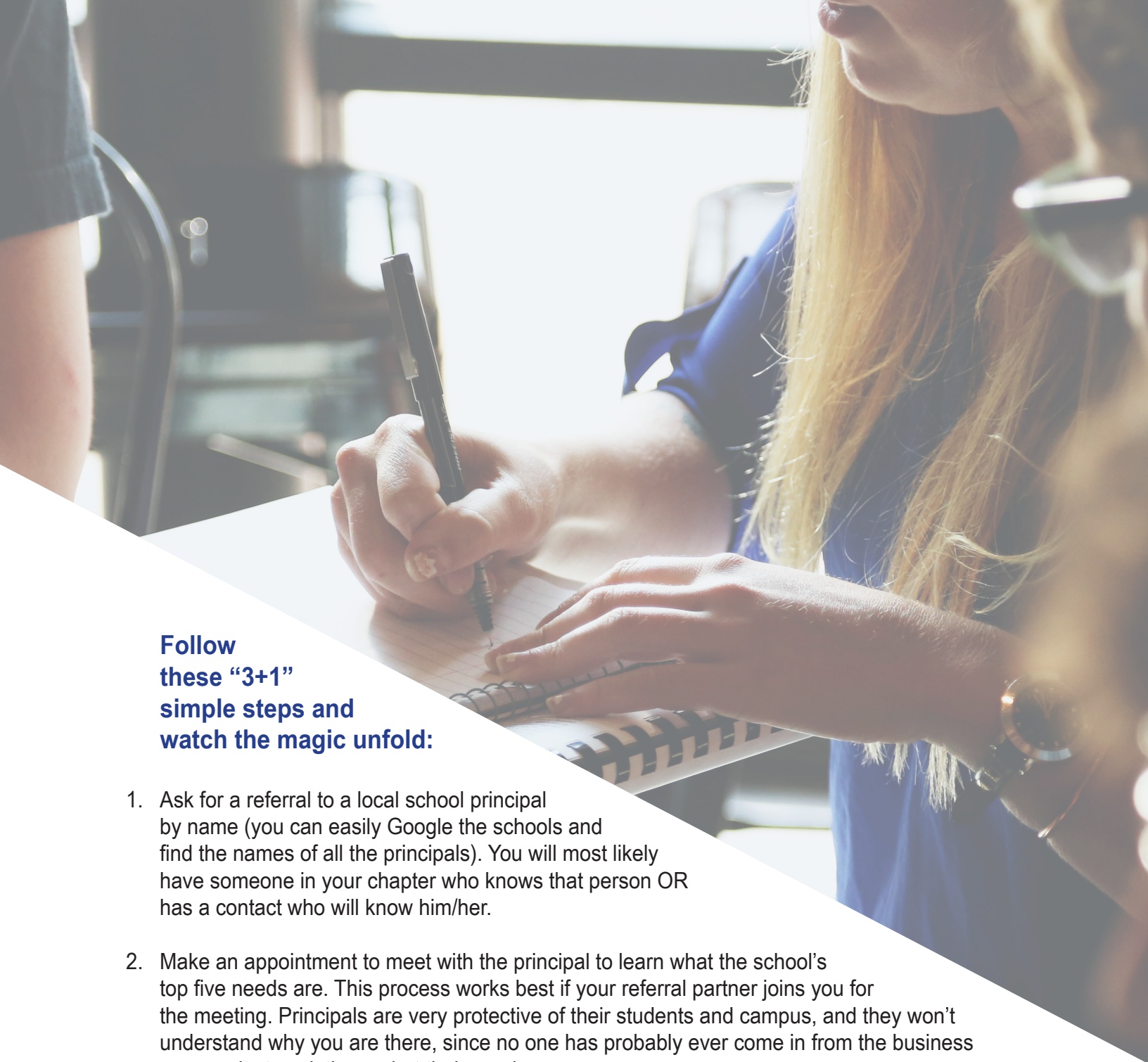
Page for Manuals (Directors and MSP)

The BNI Foundation was founded in 1998 by Beth and Ivan Misner as a way to give back to the communities that support BNI so strongly. The Misners have always placed a high value on primary and secondary education, realizing that a well-educated work force is imperative for businesses to thrive and succeed and for a country's economy to be strong. The focus of children and education was made central to the work of the BNI Foundation by a mandate from the BNI members serving on the Executive Board of Advisors and millions of dollars has been flowing from the BNI Foundation to other non-profits around the world!

Now, after many years of “business as usual” for the charity, all the stops are being pulled out, and the BNI Foundation has created the Business Voices initiative that is engaging more members, chapters and local corporations in this important work.

Business Voices is a way for the local communities to get involved with their schools, educational organizations and the young people they serve. It is very simple to participate in Business Voices at the regional, chapter, family or member level.





**Follow
these “3+1”
simple steps and
watch the magic unfold:**

1. Ask for a referral to a local school principal by name (you can easily Google the schools and find the names of all the principals). You will most likely have someone in your chapter who knows that person OR has a contact who will know him/her.
2. Make an appointment to meet with the principal to learn what the school's top five needs are. This process works best if your referral partner joins you for the meeting. Principals are very protective of their students and campus, and they won't understand why you are there, since no one has probably ever come in from the business community to ask them what their needs are.
3. Take these issues back to your next chapter meeting to determine which of the five (or maybe even all five!) your chapter's members might be able to help out with and which ones might be supported by a Givers Gain Grant.

+1. Share the stories that emerge from this collaboration with the school with us. This will inspire more chapters, members and business owners to join our movement.

That's all it takes to begin plugging in to the schools in your community!

Business Voices teams are organized by region and include members from as many chapters as want to participate with one member or director (or even a director's spouse) being appointed the Business Voices team leader. For regions that are strong and growing, chapters may appoint someone to be the Business Voices chapter coordinator to report on projects to the chapter during the announcements portion of the meetings. For example:

Business Voices Team Austin, TX

Business Voices Team Leader:
Holly Acosta (local chapter member)

Business Voices Chapter Coordinator:
Barry Wurzel, BNI Live Oak
Network Chapter



Final Notes

BNI Foundation and Business Voices logos may be found at www.BNIBranding.com.

To learn more about the BNI Foundation and our Business Voices initiative, please go to www.BNIFoundation.org. You can also Like us on Facebook (BNI Foundation) and Follow us on Twitter (@BNI_Foundation).

For more information or if you have questions,
please email info@bnifoundation.org.