

Women's Council of
REALTORS[®]

MIDYEAR MEETING

Washington, DC

May 9-11, 2023

Thank you to our
Premium Industry
Strategic Partners



 **realtor.com**[®]



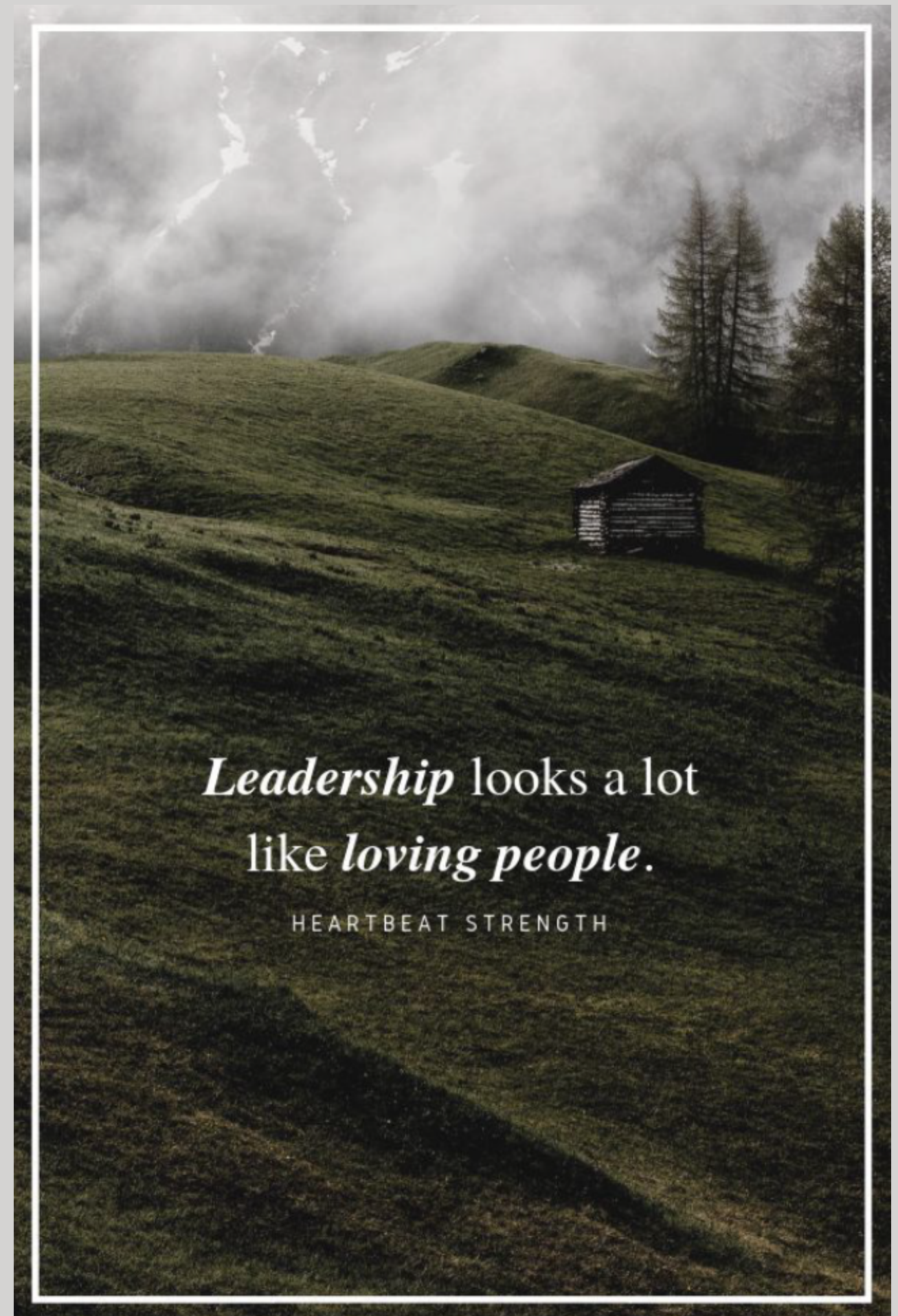


Christine Citrano, REALTOR
Naples On-the-Gulf

2023 Treasurer, Naples Area Board of REALTORS
2022 National Liaison, Western Region
2020 Florida President



Take Care of
Your People &
They Will Take
Care of You!



Leadership looks a lot
like *loving people*.

HEARTBEAT STRENGTH

What is Membership?

The state of being a member is a relationship, a state involving mutual dealings between people or parties.

Membership increases commitment to our organization by fostering the feeling of belonging.

Membership has five attributes:

1. boundaries
2. emotional safety
3. a sense of belonging and identification
4. personal investment
5. common symbol system



Keys to Engagement

Communicate Regularly

Encourage Participation

Listen to Feedback

Provide Opportunities for Learning and Growth

Create a Sense of Community

Recognize Achievements

Communication

Why did they join?

Activities

Accomplishments

Plans

Newsletters

Email

Social Media

Website

Phone Calls

New Member Onboarding

1. Welcome Call
2. Request Bio & Headshot
3. Conduct New Member Interview
4. Post New Member Announcement to Social Media
5. Notify of New Member Orientation



[WCR.org](https://wcr.org)>[Network Glossary](#)>[New Member Onboarding Toolkit](#)>[Toolkit](#)

Orientation

- Schedule Monthly
- Invite all Team Members
- Provide New Member Booklet (Jump Drive)
- Schedule Photographer for a new headshot
- Help them fill out Member Profile
- Make sure all contact information is correct for emails, newsletters, etc.



Encourage Participation



- Project Teams
- Inspiration
- Pledge of Allegiance
- Registration
- Observe Governing Board Meeting

Ask For & Listen to Feedback



Provide Opportunities for Learning & Growth



- Education
- Workshops
- Mentorship
- Conferences

Create a Sense of Community



Recognize Achievements



Membership Benefits

- Network with fellow Professionals
- Hear from Industry Leaders & Local Issues
- Fulfilling their Educational Requirements
- Participating in FUN events
- Opportunities to Advance Their Leadership Journey
- Create a Team with Affiliate Members
- Discount Program
- Develop long-lasting Friendships

→ **Consistent Effort**

→ **Clear Communication**

→ **Commitment**



You Can't Spell Community without a "U" and "I"

Leadership is not about being in charge.

*Leadership is about taking care of those
in your charge.*