

NETWORKING GROUPS

A Networking Group embodies Stonecroft's commitment to help connect women to God, each other, and their communities. Networking Groups start from a traditional Women's Connection or Christian Women's Club, whose members desire to increase their outreach by offering opportunities for women to network their businesses.

The program and focus of Networking Groups encourage and equip women in the following ways:

- 1. Networking is huge.** Women want to connect with each other, grow their business, and be inspired through a professional and informative speaker.
- 2. The Gospel is presented** through very clear and relevant topical talks that women of today need.
- 3. Stonecroft Bible Studies, book groups, Home Gatherings, and community service projects** can be offered as follow-up to the event.

There are two options for Networking Groups:

- 1. Networking Luncheons without Purchases**
 - Women are given the opportunity to mingle and network at the start of the event and exchange business cards.
 - Time is allowed during the program for each woman to share her hobby or business with the women sitting at her table. Consider a timed two-minute commercial for their business. Women who are not in business can share their hobby or interest. Allow a time to exchange business cards at the table.
- 2. Networking Luncheons with Display Tables and Purchases**
 - Planning Teams invite women who have home-based businesses to purchase display tables for \$50.00 each, payable to the local group. This includes one free lunch to the business owner. (Contact Stonecroft for more information on tips and resources for your Planning Team.)
 - Planning Teams invite businesses to sell their goods/services before and after the actual meeting/luncheon. All Planning Teams and businesses selling must abide by the Stonecroft selling guidelines. (See *Guidelines* on next page.)
 - Monies paid to Stonecroft from the business must be paid prior to the start of the event to reserve their exhibit space and luncheon reservation. Businesses in turn may keep 100% of their sales, and any additional donations to Stonecroft are optional.
 - Planning Team members coordinate which businesses can sell at their outreach event. Home-based businesses that increase participation and attendance could include, but are not limited to: Jewelry, Makeup, Cooking, Clothes, and Holiday

Merchandise. Each business is responsible for servicing their own display table with signage and proper customer service staff.

- e. The Planning Team should communicate to the businessperson that they are not responsible for providing electricity or other electronic needs for the business' display.
- f. To start a Networking Group, begin with approximately 15-20 vendors and consider planning the vendor events around seasonal points of the year (Back-to-School, Christmas, Mother's Day, Father's Day, etc.).

GUIDELINES

- 1. This is a display and networking event.** Therefore, at every event, a Stonecroft table that features Stonecroft Bible Studies, prayer, upcoming events, etc., should be set up.
- 2. The Planning Team will need to coordinate room size based on the number of displays and tables.** Often a separate room is helpful in these networking events.
- 3. It is helpful to have a person on the Planning Team who specifically coordinates the planning and servicing of the businesses.** Calls and letters are an important part of making this a successful networking event. Contact Stonecroft for sample letters to local home-based businesses.
- 4. No other non-profits should be invited,** unless they are a local service project of the Networking Group. No monetary donations are to be given to any other non-profit organization. Any violation of this policy could cause a closure of the Stonecroft group.
- 5. All events and activities must ensure that the policies of Stonecroft Ministries are upheld.** Any business that could be considered controversial in nature should not be considered.
- 6. No Bible studies from other ministries or publishers may be sold.**

SUGGESTED SCHEDULES

Suggested Event Schedule for Networking Luncheons

11:30 - 12:00	Open for Registration and Networking
12:00 – 12:30	Welcome, Table Networking, and Lunch (Each guest introduces herself and passes her cards around the table.)
12:30 – 1:00	Stonecroft-approved Topical Speaker Topical Talk – i.e. Beauty, Health, Career Transition which includes a Gospel Presentation

Suggested Event Schedule for Networking Luncheons/Vendor Sales

10:00	Business Registration and Product Display Setup
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- 11:00 Open for registration, networking, and shopping
- 12:00 Lunch/Welcome and brief prayer/door prizes/service project/table
networking (Each guest introduces herself and passes her cards around the table.)
- 12:30 Stonecroft-approved Topical Speaker
Topical Talk – i.e. Beauty, Health, Career
Transition which includes a Gospel Presentation
- 1:00 – 2:00 Open for networking and shopping

Groups can adjust their schedule accordingly. To attract busy working women, shorter schedules are often necessary.