



FEMCITY®

TRAINING GUIDE

FOR THE FEMCITY LEADERSHIP COMMUNITY

CONGRATULATIONS!

The role of a local FemCity President and Leadership Board Member provides a platform for connection building, leadership development, increased visibility and influence in the community. FemCity Presidents/Board members make a positive difference in the community, and change the lives of women, all in positivity + gratitude.

Our favorite hashtag

#WEAREFEMCITY



PRE-LAUNCH, TRAINING, AND COMMUNICATION



PRE-LAUNCH

- Please review all of our Training Videos, including How to Create a PayPal Button and also our DEI Training in order to officially receive the FemCity Certification after your successful launch.

TRAINING: *Let's go!*

- Read this training guide.
- Our FemCity President/Board Portal via Community Forum includes resources such as this training guide, video tutorials, marketing collateral, and all you need to run your FemCity community at <https://forum.femcity.com/c/femcity-leadership-team/>.



GETTING STARTED CHECKLIST



- ❑ **PAID POSITION:** Submit your PayPal information to earn a 20% commission on all members that join your FemCity location.
- ❑ **EVENT LOCATIONS:** Secure and confirm the location(s) where you'll host your monthly gatherings. Do NOT host events in a private home for safety, security, and insurance reasons. This is FemCity policy. Additionally, please do not publicly post the venue or address of the location of your gatherings. This is for security and privacy purposes. Members RSVP through the FemCity website and will have access to address details there.
- ❑ **LAUNCH TIMING:** Plan your launch event within 30 days. Submit info 3+ weeks in advance through the [FemCity Event Submission Form Link](#). Step by step instructions enclosed.
- ❑ **MONTHLY BROADCASTS:** Mark your calendar for our live President Calls on the first Tuesday of each month from 12:00 to 12:30 EST. We meet [via zoom](#).

GETTING STARTED CHECKLIST



- ❑ **REVIEW THIS GUIDE** to become familiar with all aspects of launching, building, and completing your community. We have systems and processes in place to help you.
- ❑ **REVIEW THE RESOURCE MATERIALS AND PRINTOUTS** included in this guide and in our *FemCity Portal via Community Forum*.
- ❑ **REVIEW OUR “25+ WAYS TO PROMOTE YOUR COMMUNITY”** located in this guide. We also provide marketing images, sample social media posts, and sample email outreach for your use.



HOW TO PLAN YOUR LAUNCH EVENT



The FemCity programs and events are designed **for Members (paid membership) only** with a minimum of 12 Members in a FemCity Community.

- ❑ Guests may ATTEND ONE TIME ONLY to experience the group as a Trial Member.
- ❑ Such guests need to sign up for our 30-day free trial membership in order to register for a FemCity Local Event if they are not yet a member.
- ❑ RSVP online is always required for all attendees. Please do not allow exceptions. All attendees must RSVP.

WHERE: Your venue may be the same venue each month or different. Consider a quiet coffee shop with a semi private area, conference room, professional office, a yoga studio, local library, or an art gallery. Try to establish a recurring date/time each month to make it easy for you to establish consistency and for Members of your FemCity community to mark their calendars in advance. Do not host events in private homes to prevent lawsuits and security issues.

WHO: Your launch event is open to paid Members and Trial Members during their 30-day trial.



HOW TO SUBMIT YOUR FEMCITY EVENT



For each monthly event, submit your event details (date, time and location). Please submit **3+ weeks in advance** for sufficient time for you to promote. Submit your FemCity Event through this [FemCity Event Submittal Form](#).

FemCity will send you an email when your event link is active and live on the FemCity website so you can share with your friends and Leadership board.

EDITS: To make any edits in your previous submission, PLEASE SEND EMAIL TO events@femcity.com. Please allow 48 hours for response.



HOW TO VIEW RSVP LISTS FOR FREE EVENTS



Presidents receive a copy of each event RSVP via automated email to the email address we have on file for you if the event is a free event. Whenever someone registers for your event, you get an email notification. If you have a paid event via PayPal Button, you will get an email from PayPal each time a Member registers for your event.

HOW FEMCITY MEMBERS REGISTER FOR YOUR FEMCITY EVENT:

- Login to your local webpage for your FemCity and scroll down to see registration.

DO NOT ACCEPT private RSVPs to FemCity Events (ex, via email, phone, text, etc). ALL MUST RSVP on the website. Why? This is important in building your community long term and tracking your Members. It also ensures only paid Members attend (or those doing the 30 day trial). FemCity also reviews your RSVP history to ensure the community is growing and serving women locally as intended. Lastly, it makes running your FemCity community more organized and streamlined which will make your life easier and the role more enjoyable.

ALL ATTENDEES MUST JOIN AT LEAST WITH THE 30-DAY FREE TRIAL MEMBERSHIP TO ATTEND A FEMCITY EVENT AS A GUEST.

SCRIPTS:

If you have guests who do not RSVP as requested and simply show up, please utilize the SCRIPT we've provided later in this guide and in the FemCity President/Board Portal.

HOW TO HOST YOUR MONTHLY EVENT



“We commit to support one another with positivity, trust and confidentiality, and to contribute to the group passionately and enthusiastically with the intention of supporting and uplifting each other in gratitude and kindness.”

INGREDIENTS

- **MANTRA:** You’ll find a beautifully designed printable in the “files” section of our FemCity President/Board Portal. Print it, frame it, read it aloud, showcase it at workshops.
- **MONTHLY SCRIPT:** FemCity provides a script to read at the onset of each event. Print out for yourself to read at the start of each event gathering. Find the monthly script in the President/Board Portal.
- **SHARE A WIN, GRATITUDE FOR ANOTHER WOMAN AND ASK:** Spend time having each Member share a win, gratitude for another woman and an ask. We suggest timing each Member’s time to 2 minutes so everyone has a fair time in the spotlight.
- **WORKSHEET ACTIVITY [optional]:** each month, FemCity provides a monthly worksheet to correspond with the monthly theme. Please do not share the monthly worksheet or meeting materials in advance of your event. These are designed to be done together as a group activity as it serves as a catalyst for conversation.
- **POWER PIC:** always take at least one POWER PIC group photo. Post it and tag @FemCity, use hashtag #wearefemcity so we can find, share, retweet, and regram. Photos are important. They help women have an inside look at the spirit of FemCity!
- **ADDITIONAL TIPS:** Once you feel established, consider allowing other Members to shine too! Invite Members to facilitate different components of the gathering, such as the mantra and introduction, or the worksheet activity.

OTHER EVENT IDEAS



- ❑ COFFEE CONNECTIONS
- ❑ AROUND TOWN SOCIALS
- ❑ NET-WALKING
- ❑ WELLNESS WORKSHOPS
- ❑ VIRTUAL NETWORKING
- ❑ SPEAKER EVENT

TONE OF ALL OUR EVENTS AND COMMUNITY

When the president reads the FemCity Mantra, it sets the tone for a positive and supportive environment. Negativity has no place in a FemCity gathering. Additionally, when the Leader reads the monthly script, it addresses FemCity as a Members only organization, the benefits of membership, how to join, and introduces the FemCity theme for that month.



ADDITIONAL TIPS



Be considerate of all FEMS and keep the flow of the event positive and in a happy, harmonious spirit.

If you have a negative person, or the event seems to be dominated by one Member, please remind them that the group is collaborative and positive. Then redirect conversation.

Set a timer when networking for 2 minutes, so each Member has equal time to share. Begin on time and end on time.

If you have someone who goes over the time limit. It's ok to kindly interrupt... "I'm terribly sorry to interrupt you. But we must move on to the next Member or we'll run out of time. And I want to make sure everyone has an equal amount of time."

If you have concerns such as attendees not RSVPing in advance and/or repeated tardiness, utilize the scripts further in this training guide and in the President/Board Portal.



HOW TO TRACK + COMMUNICATE WITH MEMBERS



MEMBERSHIP REPORT

Please go to the [President/Board Portal via Community Forum](#) to see who has joined your community. This link also includes a video tutorial on how to use the report. We recommend that you review your Members list each month prior to your events so you are familiar with your Members, those that need to renew and those that are no longer in the community.

MEMBERS ONLY GROUP

All Members are added to our Community Forum and into their Local FemCity Space in the Forum.

MEMBERS DIRECTORY

In addition to using your members report located in the President/Board Portal, you may also use the FemCity Online Members Directory to reach out to Members and communicate.

SOCIAL MEDIA RULES



- ❑ PLEASE **DO NOT CREATE** ANY SOCIAL MEDIA ACCOUNTS USING THE FEMCITY NAME/BRAND. This includes but not limited to Facebook groups, Facebook fan/business pages, Instagram accounts, Twitter accounts, LinkedIn, Pinterest, etc. Follow [@FemCity](#). We will create a Facebook Group for your FemCity.
- ❑ FEEL FREE TO POST ABOUT FEMCITY USING YOUR OWN PERSONAL SOCIAL MEDIA ACCOUNTS. Tag [@FemCity](#) and use hashtag **#wearefemcity** so we can like, comment, and share - to bring additional attention to YOUR post.
- ❑ A Facebook EVENT on your personal Facebook page is encouraged to help you promote your events, your community and membership. As outlined earlier in this guide, all attendees must RSVP through the website. RSVP on Facebook does not constitute a FemCity RSVP. For security and privacy reasons, do not publicly share the address of your gathering. Members must get the information by registering at [FemCity.com](#).



BRANDING GUIDELINES



FemCity offers a plethora of professionally designed images our President/Board can utilize for social media. We invest in beautiful images you can use to promote your role as Leader and your growing community. These can be found in the President/Board Portal. Feel free to reuse any. There's a lot to choose from!

Please do not create any products (such as t-shirts, etc.) Using the FemCity name or logo. FemCity is trademarked. Presidents/Board may NOT create any graphic designed images of their own (for consistency of branding worldwide). Shop FemCity swag in the website shop.

E-MAILS

Please do not create any email lists of members or contacts. FemCity houses one centralized email database for all FEMS, in all communities. We adhere to a high standard of ethics and strict set of rules in order to be compliant with local, state, federal and international laws, as well as industry best practices. Upon becoming a Member, each Member opts-in to receive emails from our headquarters. FemCity does not publish or circulate email lists of Members due to privacy and email security regulations. Email abuse is a serious offense with repercussions.

We generally schedule one "national" email per week for all Members. This includes our virtual classes, national news and promotions, and big announcements.

BUSINESS CARDS

We have a pre-designed FemCity business card template you can use at our FemCity President/Board Portal.



25 WAYS TO PROMOTE YOUR FEMCITY



You don't have to know all women to get started. Be intentional and personal with who you want to join FemCity and don't be afraid to reach out.

HERE ARE 25 WAYS TO GET THE WORD OUT.

- 1. PERSONALLY REACH OUT TO YOUR BOARD.** Your Board consists of yourself, plus 5 to 8 other members who will help you launch. Ask each to personally invite 20 women to your launch. Aim to invite about 100 women total. A 25-30% response rate is common.
- 2. EDIT YOUR LINKEDIN PROFILE** title to include, “FemCity President.” When you change your title, your entire LinkedIn network is notified. Almost like a press release!
- 3. POST THE PRE-DESIGNED IMAGE**, “I’m starting a FemCity Community” on your Facebook, Twitter, Instagram, and LinkedIn (image located in FB group files). Then, in a comment, share the link to your FemCity web page. Tag women in comments with a personal note.
- 4. MAKE AN ANNOUNCEMENT** of your launch events. Use an image for best results (grab from our Marketing File). **Post your event registration link as a comment.** Tag women you feel would be interested in attending.
- 5. FACEBOOK GROUPS:** Participate in local groups for women on Facebook. Post with the graphic “Why Join FemCity” and **start with focusing on 2-3 groups in your community.**
- 6. CREATE YOUR LEADERSHIP BOARD!** Do you know 5 to 8 other women who are super excited about your FemCity? Ask them to be a part of your Board.
- 7. TEXT BLASTS / FB MESSENGER BLASTS** - Use the following verbiage and send to 20+ women individually. It can be by text or by FB message. Hi _____! I thought of you today as I am launching an amazing group for women looking to form connections in a collaborative and collective way. It’s a group that infuses gratitude, strategic conversations and a mantra as their signature format. I think you would be a great addition.
- 8. POST A COUNTDOWN TO YOUR EVENT.** Countdown 1 month, 2 weeks, 1 week, and days until your launch event on social media to get attention.

25 WAYS TO PROMOTE YOUR FEMCITY



9. CREATE A THOUGHTFUL SERIES OF EMAIL MESSAGES that you send individually. Don't send in a group or it can be considered spam.

- Send the first email to announce your new FemCity and launch event. Not sure what to say? Start with the sample email we've drafted for you in this guide and President/Board Portal via Community Forum.
- Send a second email as a reminder one week prior to your launch event.
- Send a third notice to follow up and send some FemCity love.

10. CHANGE YOUR HEADSHOT PHOTO on all social media platforms and post a comment about your new role leading a FemCity. We have created a Facebook Profile Photo and a FemCity President filter as well. These can be found in the President/Board Portal // Marketing images

11. For your launch event, **CREATE A FACEBOOK EVENT** on your personal or business Facebook page. Make your Leadership Board "hosts" and invite your FB friends. Be sure to note RSVP is required at your [FemCity.com](https://www.femcity.com) event link (RSVP on Facebook or elsewhere is not accepted). Ask your Leadership Board to each invite 20+. It shows up in news feeds when others are "interested" or "going" and expands the reach like a spiderweb. As outlined earlier in this guide, do not publicly share the address of your gathering for security reasons.

12. CREATE SHORT, SIMPLE VIDEOS (90 seconds or less) about why you're passionate about leading a FemCity and supporting other women in business in your community. Post them on Instagram and LinkedIn.

13. USE FACEBOOK LIVE! An article in Entrepreneur magazine says, "When it comes to engagement and sharing, video wins hands-down with social video **generating 1,200% more shares** than images and text, combined."

14. INVITE FACEBOOK FRIENDS to "like" the **FemCity Facebook Page**. Following our FemCity posts can help to **paint the picture for them**.

15. TWEET OFTEN: Unlike email, most tweets are missed as they flow through the social streams of your audience. Here's a list of reasons to tweet (use images!) and hashtags
#nameofyourtown #wearefemcity #femcity #womeninbusiness

- Announce your new FemCity under your leadership
- Registration opens: post event registration link
- Countdown: "Just X days until the launch event!"
- Reminder of time and location and RSVP link
- Thank your event venue (mention venue)
- "See you at the event!" (mention registrants)



25 WAYS TO PROMOTE YOUR FEMCITY



16. FIND AND FOLLOW OTHER LOCAL WOMEN on Twitter, Instagram and LinkedIn. When you follow someone, you are likely to get their attention. They may follow back or notice your events.

17. COMMENT ON THE POSTS OF OTHERS. When the conversation warrants, comment with a short note about your FemCity and/or upcoming events. And, it's complimentary for first time attendees.

18. FEATURE LOCAL WOMEN ON YOUR SOCIAL MEDIA. Promote the vibe of sharing and lifting up other women by posting about them and why you are excited that they are a part of your community. Be sure to tag them.

19. FORM A PARTNERSHIP WITH A VENUE: They commit to providing you with the location to host your monthly gathering. You bring amazing local business women to their location on a monthly basis and give them good exposure in exchange for their support. Follow each other on all social platforms and cross promote.

20. THE FEMCITY MANTRA - POST ABOUT IT! You can find it in this guide. Share it. Tag women who you feel embody the spirit of FemCity and those who you think enjoy supporting women in business.

21. UTILIZE LOCAL MEDIA AND COMMUNITY CALENDARS. Many local media outlets have their own community calendars. Often, hyper-local news sites let you post events. Find these by searching Google for "event calendars" in your city. Be sure to not share the location but the link to learn more at [FemCity.com](https://www.femcity.com).

22. SUBMIT YOUR EVENT(S) TO INDUSTRY ASSOCIATION SITES, including your local chamber of commerce. Extend a personal invitation to the female leaders of the organization(s) to attend your launch event.

23. TALK TO PEOPLE. So much attention is given to social media (just look at this list!). Talk to people in person. Attend local networking events, your local chamber, Meetup groups, and other small groups.

25 WAYS TO PROMOTE YOUR FEMCITY



24. STOP BY LOCAL BUSINESSES that are predominantly women-focused, such as hair salons, nail salons, and other places where women are looking to expand their community connections (real estate office, clothing boutiques, chiropractor, family-owned restaurants). **Drop by with your business card.** Invite women to your complimentary launch event! Share the vision of what you are launching.

25. RINSE AND REPEAT! Goal is to fill your FemCity with a minimum of 25 members in 90 days. If you put the effort in upfront, it will pay off. Put time on your calendar in the first few weeks to market and promote your new FemCity in a wide variety of ways. Remember, you are a leader in your community and a champion for women. They're looking for you too!



ABOUT PROMOTING YOUR EVENTS

HOW FEMCITY PROMOTES YOUR EVENT(S)

FEMCITY posts FemCity Events via Twitter (50K+ followers) and Facebook page (22K+ followers). Follow [@FemCity](#). When your event link is posted, we encourage you to share it and tag others. You can also post and promote your event link from the FemCity website. Please add your events to the FemCity Facebook page for extra exposure. You will be invited to be added as an "Editor" for the page to allow you to do this.



BUSINESS CATEGORIES



Whether you have a few spots left or are just starting out, meet with your Board or current Members and think about the women in business who could benefit from the spirit of FemCity. When you start to grow your FemCity chapter with a diverse circle of women, magic happens! These categories/industries are optional but proceeding with this mindset will help you get started with your FemCity growth in a short period of time.

25 SAMPLE BUSINESS CATEGORIES BELOW:

(These are suggestions and you can edit)

- JEWELRY
- HAIR
- YOGA
- PERSONAL TRAINER
- PHYSICAL THERAPIST
- BOOKKEEPER // ADMIN // VA
- RETAIL
- MARKETING
- PUBLIC RELATIONS
- PERSONAL ITEMS [SOAPS, PERFUME]
- COPYWRITER
- VIDEO
- DOCTOR
- BEAUTY
- REALTOR
- PUBLICATION
- DESIGNER
- FOOD [CUPCAKES]
- CATERING
- EVENT PLANNER
- TRAVEL AGENT
- ARTIST // MAKE-UP ARTIST
- WRITER
- SOCIAL MEDIA
- BLOGGER
- TEACHERS
- FREELANCERS
- NEIGHBORS

SCRIPTS



Not sure what to say? Perhaps you have ladies who repeatedly don't RSVP in advance for your monthly gatherings (that's a no-no!) or, you have ladies who are repeatedly tardy to events (another no-no), or maybe you have someone who talks way too long during the 30 second introduction? We've got your back! To help you, we've written scripts for you to read aloud which address these common issues with kindness and professionalism. *Use as needed.*

WHY RSVP IN ADVANCE *[script to read aloud]*

"I wanted to share with you that FemCity requires all of us to RSVP for all FemCity gatherings. Not only is it the professional, kind, and respectful thing to do, but it also allows me as the President to prepare adequately in advance of your arrival. Printed worksheets, adequate seating arrangements, communication with our host venue - are all amongst the reasons we require advance RSVP online. Additionally, we review RSVPs to plan introductions for you, and anticipate ways to work together and support one another. Moving forward, we may not be able to accommodate those who don't RSVP in advance. By the way, it is super easy to RSVP. Simply log in at FemCity (write down your email and password and keep it handy). Go to our event page and RSVP. It takes less than 30 seconds and will make a world of difference to me and FemCity. Thank you for understanding."

TARDINESS ISSUES *[script to read aloud]*

"We are all very busy women, multi-tasking and trying to get the most of our day and hours. To be respectful of your time and mine, we ask that all FEMS make a conscious effort to arrive on time (early is ok too!). This allows us to begin our program on time, with a successful mindset in place, and truly make the most of our limited time together. We do understand emergencies happen. However, repeated tardiness disrupts the flow for everyone which is unfair to all FEMS. We want you to all grow in business and our FemCity program agenda is set with that intention."

TALKING! *[script to read aloud]*

Is a FEM taking beyond the 2 minute limit to make her gratitude statement? In order to be fair, and to not show favoritism, kindly interrupt with...

"I'm terribly sorry to interrupt you. But we must move on to the next FEM or we'll run out of time. In fairness to everyone, we must allow an equal amount of time for each FEM."

ADDITIONAL RESOURCES



Available in the FemCity President/Board Portal via Community Forum

MANTRA

Printable: a beautiful printable is located in the website portal for President/Board. Print it, frame it, read it aloud, display it at events.

ANNUAL MEMBERSHIP FEE

The regular price of membership is \$150/year or \$15.99/month. Presidents are responsible for renewing their memberships annually.

EMAIL SUBSCRIPTION LINK

Subscribe to FemCity emails:

<http://bit.ly/femcitysignup>

EMAIL OUTREACH

Not sure what to say or write upon reaching out to friends and colleagues about your new role as FemCity President? Use our templates.

- General email outreach [sample enclosed]
- Leadership Board invitation [sample enclosed]

TEMPLATES

Social bites you can easily copy/paste for social media posts to promote the launch of your new FemCity - located in the additional training resources on the website.

GENERAL EMAIL OUTREACH [SAMPLE]



Dear _____,

Big news! I have been selected to lead a FemCity – a place for women to come together in support of each other. I am honored to lead this new group and invite you to be a part of it!

What is a FemCity?

A purposeful and intentional community for women, who come together each month for our programs and events - a blend of development, mastermind, and collaboration, crafted with a diverse pro-women environment and filled with positivity, gratitude, and a lot of soul.

Membership

Each FemCity is designed exclusively for women. I am reaching out to you first! Membership includes access to all monthly events, plus, robust online and Member only access to our 24/7 on demand library of carefully curated classes and our monthly masterclass series with experts in a live format in an engaging and beneficial platform for members to connect and collaborate.

How to Join

As a special incentive for my friends and colleagues, I invite you to use my special code to get a major discount on membership.

Our first event will be on [INSERT DATE AND TIME]. This first event is open to all. This is a wonderful opportunity to experience our FemCity and learn what we're all about. Advance registration is required at [INSERT YOUR EVENT REGISTRATION LINK AT FEMCITY.COM].

I believe strongly in creating collaborative and collective communities for women and hope you will consider being a part of this incredible group.

Sincerely,

[INSERT NAME] FEMCITY [INSERT CITY] PRESIDENT



LEADERSHIP BOARD EMAIL INVITATION [SAMPLE]



Hi [Insert Name],

I am excited to launch a FemCity here in our own backyard. A FemCity is a group of women who meet monthly for FemCity's signature blend of strategic conversations, profound connectivity, mastermind, and business events -- all immersed in positivity and gratitude. You can learn more about FemCity at www.FemCity.com.

I am writing to invite you to be part of our Leadership Board of only 5 women who will launch the group with me. The Leadership Board consists of 5 core women, including me, who will launch and grow our local FemCity together, to reach its full potential. Together, we will serve as pioneer influencers and ambassadors of FemCity in our community. As someone who I trust and believe other women in business would enjoy getting to know, I hope you will join me in this endeavor.


All participants of our FemCity must become local Members of FemCity in order to participate. Membership includes access to all monthly events. Plus, robust online and Member only access to our 24/7 on demand library of carefully curated classes and our monthly masterclass series with experts in a live format.

I hope you will say, YES. The next step is to join. Use my special code to get a major discount on membership. Only \$125/annual (reg. \$150/year) or \$12.99/month (reg. \$15.99/month).

If you have suggestions on any locations/venues to host our monthly FemCity event, please let me know. Thank you in advance for considering and I look forward to building this wonderful group together!

Sincerely,
[INSERT NAME]





*Build connections, celebrate your
success and the success of others,
grow a community of supportive
women and lead a movement
of gratitude.*

FemCity is committed to maintaining a community which recognizes and values the inherent worth and dignity of every woman. We embrace inclusiveness and do not discriminate on any basis. If you have a local member with a disability, it is our practice to ensure there are reasonable accommodations made to enable our disabled members to participate. If this issue arises locally, and you are unsure how to handle, please contact us immediately.

#WEAREFEMCITY