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Ed Rigsbee's *Member ROI Valuation Process*TM Board Member and Staff Participation Statement

Your organization is about to embark on an amazing journey—at the end of which will reveal the yearly sustainable real-dollar ‘member-only’ ROI delivered. This will help you to prove to members and non-members that membership is a good business decision.

This proprietary process is a “systematic outcome assessment” employing the “formative evaluation” method, meaning that while there is a system to be followed, there is also change and adjustment during the session. For the uninitiated, this can sometimes be unnerving. Trust the process.

The end result of the process is to yield “external validity” or more simply put; numbers that pass the smell test of non-members. Additionally, the results must deliver “internal validity” in order for your members to become member recruitment evangelists and use the new-found information. Because this process relies on “user generated content,” your members will support what they help to create.

This process employs both art and science to achieve the end result. As such, there is an element of inexactness to the process. While the various line-item numbers might not all be a perfect assessment, the numbers collectively will be close enough for your purpose of selling membership based on the ROI of “member-only” benefits.

In order to achieve optimal results from this process, each member of your organization's board of directors must be on-board. Board members must exhibit an emotional ownership in the process as opposed to simple buy-in. For any board member that cannot achieve this emotional ownership, they **MUST** at minimum exhibit neutrality **or the process will be a disaster**. Board members are to assist, rather than insist. If a particular board member is not willing to be an asset in this process, it would be better for that person(s) not to be in attendance.

Organization paid staff members similarly, must only participate in the back perimeters of the room, to answer specific value or technical questions and to observe. It is important for staff to remain neutral and not to show emotion from any negative comments about “pet” projects or activities made by members. While there are many reasons to select a professional facilitator to conduct this process, one of the overarching reasons is that the facilitator is unbiased—not having a “dog in the hunt” allows the facilitator to better draw true value perception beliefs from your member attendees.

With all of the above stated, it is mandatory that every board member and staff person that will be in attendance of the process to read and understand the consequences of improper behavior during the process. Please distribute this document to all board and staff members, request it returned and signed, then forward to your facilitator on the morning of, or anytime before, your *Member ROI Valuation Process*TM in order to maximize your results.

Organization Name: _____

Organization Board Member or Organization Staff Person

Signature: _____ Position: _____