

Referral Network Group (RNG)- a program of the San Rafael Chamber

Mission

RNG helps its members grow their businesses by facilitating the building of strong relationships with one another, resulting in lead generation and referrals between its members.

Benefits

Members of RNG:

- Are local professionals who support each other's businesses
- Give and receive leads and referrals
- Develop valuable contact spheres
- Establish lasting business relationships
- Polish their public speaking skills
- Practice their professional presentations
- Develop their leadership skills

Agreement

RNG is open to Chamber members in good standing. RNG members pay a \$150 annual participation fee in addition to their Chamber membership. Dues are collected when the member joins RNG and expire one year thereafter. Names of members whose membership dues or RNG dues are overdue more than 30 days will be eliminated from the RNG roster.

Chamber member businesses may designate only one representative to each RNG circle, and only one representative per industry is eligible to join each RNG circle. Categories may be split to accommodate different specialties (such as residential and commercial realtor) with the approval of the current category member and the leadership team. Exceptions will be taken on a case by case basis and approved by both the RNG circle leadership and the Chamber CEO.

Each RNG circle meets on a regular schedule and members are expected to meet outside of regular meetings to become better acquainted with each other's businesses. Consistent meeting participation is highly valued and when unavoidable absences occur, substitutes are encouraged.

Guests, substitutes, and potential members

Any Chamber member or prospective Chamber member may participate as a guest or as a substitute for an RNG member. Guests are welcome to participate twice in a one-year period before joining.

Applications for membership are reviewed by the RNG leadership team, which will evaluate and approve new members.

Statistics

Each RNG circle will establish targets for their activities at the beginning of each year. During each meeting, members will report on activity since the last meeting. The leadership team will track that information and report the following statistics to the Chamber Board of Directors:

- Meet-ups
- Referrals
- Visitors
- Closed business

Meeting participation

Each RNG member will provide a short (30- to 60-second) introduction in each meeting. That introduction should include information about that member's business and any other information that the other members would find useful. For example, this can include a description of the member's ideal client, event announcements, or industry news.

At least twice a year, members are expected to provide 15-minute presentations about a topic in some way related to their businesses and which educates the other members in some way. It could be about their industry, or their area of expertise.

Leadership team

Each RNG circle will establish its own leadership team, with a moderator (or president) and other officers as the group determines is appropriate. The leadership team will run meetings, evaluate and approve applications, and remove members from the group when necessary.