



# Member Hospitality CHECKLIST

Here is a checklist your staff, board, and volunteers can refer to make sure you are always creating a “Hospitality Mindset” and a “win/win/win” situation- for your members, their members, and your organization.

In creating  
The Black Tie Experience,  
remember...

Hospitality is-  
The art of making a personal  
connection between you and  
someone else.

**IT'S ABOUT BEING IN THE  
PEOPLE BUSINESS, FIRST!**

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## ***You are in the Hospitality Business and...***

### ● **Strive to be in...The Connection Business**

- ☐ **We are able to personally connect with our members at this time-** through a personal call, text message. Even if it is just one or two times.
- ☐ **When we do connect, we are truly being present with our members and practice Active Listening.**  
We are taking notes on what is most important and pressing to them during this time and how we can help.
- ☐ **We are using technology to connect with them instead of the phone.** Maybe that is how they want to be communicated to. (This is great- by remembering to combine hi-tech with hi-touch and make it personal to them.

### ● **Strive to be in...The Engagement Business**

- ☐ **We are getting creative in engaging our members.** Ideas like “Virtual Pop-ups- let members know that day that you are thinking about them and we wanted to do something fun at 4 p.m.. See who shows up online.
- ☐ **We are looking at other online concepts to keep them engaged in our organization.** Concepts like a “Virtual Coffee Hour” or Virtual Cocktail Hour” (through Zoom or another portal). These can either be used as a check-in or theme with a certain topic. And if it is themed...
- ☐ **We are engaging our members who are experts in a certain capacity of business.** We will give them a voice through writing an article, doing a podcast, shooting a video series, hosting webinars, etc.).
- ☐ **We strive to be proactive with as many of our members as possible.** We accomplish this by anticipating the needs they may have from us. We can only do this by connecting with them and getting to know them better.



**Bob Pacanovsky – The Black Tie Experience**

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## ● Strive to be in...The WOW Business

- ☐ **We know we consider every one of our members as a VIP.** How often do we show them and practice Gratitude, Appreciation, and Thankfulness?
- ☐ **We are proactive with our VIP's and before we send out the membership renewal (their anniversary date), we WOW them with a personal gift/thank you.** Maybe it's one of their "Favorite items" – a snack, hobby, beverage, something that makes them feel delighted about us!
- ☐ **We will send our members a Handwritten note of Appreciation–** just because.
- ☐ **We make up our own "national days".** Think National Ice Cream Day, but tailor it to the answers your members give you about their "Favorites." Then celebrate it and have fun!

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## ● Strive to be in...The Peace of Mind Business

- ☐ **We are making it easy for our members to work with us–** by connecting with them, engaging with them and wowing them. When completed, all of these lead to...
- ☐ **That they TRUST us to take care of them as members.** They know that we will do whatever we can to help them succeed, even during these challenging times.
- ☐ **Our members know that they contact any of our Leadership Team at any time to talk.** Staff, board members, committee chairs, we are all available to help.



**Remember, all of these ideas revolve around Hospitality – making that personal connection between YOU and someone else to make them feel valued and special.**

Bob Pacanovsky helps companies focus on the power of hospitality, that missing link that will take their mindset on customer service, leadership, and organizational culture from "just good enough" to "Black Tie"!



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