

# Growing a BYUMS Chapter via working with Church Leaders

Having warm and fuzzy success

# UK – Background

- History of BYUMS in UK
- Restart in 2010
- One or two individuals – invite everyone they know that would be interested
- No trappings but big interest/hype

# Growth of our list

- First meeting – 45 or so in attendance – no function just networking
- Over 2 years – list grew organically to about 150 on LinkedIn Group
  - Now approx. 600
- Choice to Charter as BYUMS gave us 200+
  - And access to alumni list >> 150-200 potential on list
- Church leader support and personal knowledge – added 800 or so
- Today about 1600 – 7 years later

Working with Church leaders is like stepping on a banana peel.

- Brief Background
- Why should it matter if we work with Church leaders?
- Positive vs Negative experience
- Which leaders?

# Why should it matter? -- Do You?

- Have a wide personal acquaintance or a network of potential invitees?
- Are you using the resources of the BYUMS? Alumni?
- Can you access a wider personal knowledge of potentially interested persons?
- For broad advertising - Can you access Church related contacts such as SRS, CES, Public Affairs, etc.?

# Some reasons for working with Church Leaders-- 'selfish' and not so selfish:

- Growth of Chapter
- Use of Facilities
- Gain Contacts – inside and outside of the Church
- Gain huge opportunities to serve
  - Job/Career Fairs
  - Mentoring opportunities
  - Functions
  - Education
  - Facilitate Jobs or upgrades
  - Fund raising for good causes

# Can you access a wider personal knowledge of potentially interested persons?

- Church Network – A knowledgeable member of a stake can have a personal acquaintance including email addresses of 100-200 persons who should be interested in being involved or at least in hearing about functions.
- Area Authority and Stake Presidency help

# Positive and Negative experiences

Church leaders are human and will have varying response to the proposition that the BYUMS presents

# Sample Letter to stakes regarding BYUMS – this one from Area Seventy

**From:** X----- X-----  
**Sent:**  
**To:** Stake Presidents and others  
**Cc:**  
**Subject:**

Dear Brethren

May I extend heart-felt New Year greetings to you, your families and those who serve with you at this exciting time!

I would like to take a little time to ensure we are all aware of the [BYU Management Society], which is a tremendously valuable resource available to members and also ask for your help and support with an initiative to increase its reach to members in the 12-15 stakes surrounding Greater London.

## **What is the forum?**

For those who are not already familiar with the forum, its primary goals are mainly to:

- Hold activities such as lunches with speakers for like minded LDS individuals in a business ambience
- Assist persons to gain or upgrade employment
- Provide opportunities for networking (this year, the calendar is anticipated to include dedicated network and mentoring events)
- Provide other service opportunities

The forum is held during eight months of the year and some highlights of previous months are:

- Holding an event at the Houses of Parliament
- Having Elder Kerr and Elder Herbertson speaking to the forum from a 'spirit-styled' business point of view.
- Having guest UK LDS business leaders and motivational speakers including leaders in the City of London – Banking and Investments, Consulting, Industry, have spoken or led panel discussions.

Normally attendees have lunch with a meeting – either sponsored (i.e. free of cost to attendees) or at a cost usually no more than £6.

The forum ordinarily meets at a member's place of business in their conference room. Currently, the forum has been held at xxxxxx, a business consultancy firm, which is hosted by xxxxx xxxx

Past venues have also included business clubs, restaurants, the Royal Exchange, and Hyde Park Chapel.

**How can I help increase the reach to the members of my stake?**

In order to increase the reach of this valuable resource, we are looking for one or two people in each geographic area of a stake to generate an email list of members who are likely to be suitable and could/should be invited. This would be a person with good knowledge of stake membership and who has a reasonable awareness as to which members might benefit from or just enjoy being invited to these events and who can also contribute to the benefit of others in this effort.

Without breaching any concern for data protection or privacy, a person such as described above should be able to go through their personal contact, emails, etc - just running through the members of each ward in their mind – to come up with a list for each stake that likely will comprise about 100 individuals, both men and women, who could benefit from an invite by email.

Can I ask that by the end of January you send to xxxxx xxxxxxx at email address: [xxxx@xxxx.com](mailto:xxxx@xxxx.com) the names of one or two willing people that fit this description from your stake in order that he can work with them in creating the distribution lists.

**Brethren, this is an initiative that can bless the lives of many more people than it is at present. The whole focus and emphasis is aimed at providing opportunities, encouragement and support to members to enable them to reach a little higher and magnify their talents and capabilities. I urge you to take the time to identify someone (or a couple of people) in your Stakes to raise awareness and ensure invitations reach those that are not being invited at present.**

I am happy to assist and offer help where needed. I know that as we increase the reach of the forum, members lives will be blessed and great opportunities for individuals will be created throughout the Greater London area.

Best regards

Elder -----

# Negatives?

They happen – how to deal with them? Some brief examples

# Core Gate Keepers

## Key Ecclesiastical Leaders – Women and Men

- Ward
- Stake
- Coordinating Council members/Mission/Area Authorities
- Area Presidency

For broad advertising - Can you access Church related contacts such as SRS, CES, Public Affairs, etc.?

- SRS
- Public Affairs
- CES
- Others?

What can they help you with?

Everything

It all goes so much more smoothly and quicker – just like stepping on a banana peel