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**This Guide Belongs to**

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## The Prescription

The Referral Xchange Group (RXG) is a 501(c)(6) not-for-profit organization where business leaders meet to share referrals as well as educational and business resources.

Our goal is to help members achieve new levels of success in promoting their services and products through the development of long-term professional relationships established through weekly meetings, training sessions, additional exposure in our marketing materials, teleconferences, and networking events. RXG members support each other's businesses by working together as a sales team, actively seeking potential client referrals for each other.

## Philosophy

To provide educational and networking resources that will help emerging and established businesses promote their services and products. Our mission is to help our members develop long-term professional relationships that will take their businesses or practices to new levels of success.



## Objectives

To establish and operate an organization that will:

- ✓ Promote achievement
- ✓ Promote professionalism
- ✓ Give back to the communities in which we live and work
- ✓ Help members overcome business barriers
- ✓ Help encourage and motivate others considering business ownership
- ✓ Provide a platform for members to discuss issues that may affect their business
- ✓ Help members enhance their profits through local, regional and national business referrals

## How RXG Operates

The organization consists of an Executive Team, currently consisting of two members, who are responsible for the management and administration of RXG. Executive Team members are representatives and responsible spokespersons for the organization. They engage in activities that constructively and aggressively advance the development of the Referral Xchange Group. Executive Team members are available to discuss concerns that relate to the development of the organization.

The Executive Team will host periodic meetings for the membership.



## Membership Criteria

RXG membership is open to all persons regardless of race, creed, color or religion who are willing to abide by the organization's guidelines and code of ethics. RXG does not accept membership from businesses or organizations that promote:

- ✓ Hate or violence toward any group
- ✓ Pornography or sexual-oriented merchandising
- ✓ Illegal activities.

## Fees

Membership in RXG is \$175.00 the first year and \$150 for each renewable year. In addition, there is a monthly fee to cover activities and refreshments. New membership or renewal fees may be paid by cash, check, money order or major credit card. All checks shall be made payable to RXG.

## **Applications**

Membership applications are presented to the membership for approval/disapproval and processed by the Executive Team. Please complete all information requested. References will be checked. In cases where there are two applications from the same profession, an interview shall be held with each applicant to determine the most appropriate choice.

Within 30 days after application approval, the new member will receive a name badge, card holder, tote bag and access to the members' area on the organization's website.

## **Renewals**

Members will be notified via email 30 days prior to their renewal date. If a payment has not been made within 15 days after the renewal date, the member's name will be removed from the RXG website and the member's position will be made available to a new member.

## **Individual Membership**

We accept only one business specialty as a member. RXG members should not hold membership in other similarly structured network groups.

## Meetings

Meetings take place weekly on Tuesdays at 8:30 am. When inclement weather is a factor, meetings will be held via conference call.

Decisions regarding whether we meet in person or by phone will be based on Prince George's and Charles County public school systems' decisions to delay or close schools due to inclement weather. Information will be relayed via text to members no later than 7:30 am. Please check your cell phones when in doubt.

Meetings will not be held during the month of August and over the Christmas holiday (usually the last two weeks in December). When major holidays (New Year's, Memorial Day, July 4<sup>th</sup>, and Labor Day) fall on a Monday, no meeting will be held that week. Also, a meeting will not be held the week of Thanksgiving.

## Attendance

Each member must commit to regular attendance and being on time for meetings. If 4 consecutive meetings are missed without any communications from the member, the member's position will be made available to a new member. Excessive absences without communication (more than 6 during a 6-month period) will be treated in the same manner.

## Visitors

Prospective members may visit twice before they must decide regarding membership in the organization.

## Substitutes

Each member may have a substitute up to four times during a 6-month period. The substitute must be able to conduct the member's 60-second infomercial and may do a 30-second infomercial on his/her business (if applicable).

**Please note:** Non RXG members may not substitute for any member more than 4 times in a 6-month period. If a member continues to be absent more than six times in a 6-month period, they will be notified that their membership is in jeopardy and their position could be made available to a new member.

## Presentations

Members who are pre-selected for 10-minute presentations should be provided with sufficient time to prepare their presentation. Creating a monthly roster is a good way to ensure participation by all members.

Presenters should plan to give away a small gift at the end of their presentation. The gift can be a product or service and should have a value from \$5-\$20.



## Referrals

Referrals should be reserved for members only. If members are excited about the services/products offered by a visitor, they should be encouraged to set up a one-on-one with that individual. Visitors should be encouraged to join the organization to receive referrals.



## Website

The RXG website ([www.rxgroup.org](http://www.rxgroup.org)) is an electronic resource for members and provides basic information for potential members. Through the website, members can stay abreast of upcoming events. RXG members may also order replacement tote bags, business card holders, and name badges in the members' area as well as renew membership, download forms, read articles and more.

## Sample Meeting Agenda



### **Open Networking**

The group should network up to 10 minutes prior to meeting starting.

10  
minutes

### **Call to Order**

The meeting leader calls the meeting to order. The visitor host should provide the meeting leader with the name and business card of any guest(s).

1 minute

### **Welcome**

The meeting leader will welcome members and guest(s).

1 minute

### **Organization Overview**

The meeting leader will provide a brief overview of the organization and state the purpose of the Referral Xchange Group when visitors are present.

3 minutes

### **Education**

During this segment, a designated individual will share information about networking, small business advice, training, and other relevant topics of interest.

10  
minutes

<p><b>Presentation</b>                  A pre-selected member will discuss their business in detail using handouts, overheads, slides or other presentation displays to convey their message to the group. Guest speakers/presenters should provide current information about business world.</p>	<p>15 minutes</p>
<p><b>OR</b></p>	
<p><b>One-on-One</b>                  Members and guests are paired together for 5-minute interviews of each other.</p>	
<p><b>Infomercials</b>                  All members will identify themselves and their businesses. They should share how the group can help them grow their business. Guests will follow suit.</p>	<p>1 minute per person</p>
<p><b>Referral Exchange</b>                  Using the referral forms, members should exchange referrals. Guests may also make referrals. Members should be encouraged to set up one-on-ones prior to giving non-members referrals.</p>	<p>5-10 minutes</p>
<p><b>Announcements</b>                  Upcoming events, business or personal announcements should be shared at this time.</p>	<p>5 minutes</p>
<p><b>Closing Information</b>                  Positive closing thoughts and a reflective time about the meeting should make up the closing statements.</p>	<p>2 minutes</p>
<p><b>Adjourn Meeting in Prayer</b></p>	

## **Notes**