

The Atlanta Business League BY THE NUMBERS

PROGRAM / SERVICE / PRODUCT / EVENT	TYPE	SEASON	FREQ	IMPACT			VOLUNTEERS	
				People (avg)	People x Frequency	Exposures	Leadership	Participating
CEO Awards Luncheon	EVENT	Spring	Annual	600	600 x 1	600	12	30
Super Tuesday	EVENT	Fall	Annual	400	400 x 1	400	12	30
Women of Vision Breakfast	EVENT	Winter	Annual	300	300 x 1	300	12	15
ABL Annual Dinner Meeting	EVENT	Winter	Annual	300	300 x 1	300	12	30
Membership Directory	PUBLICATION	Spring	Annual	5,000	5,000 x 1	5,000		
ABL News Exchange Newsletter	PUBLICATION	Quarter	Quarterly	10,000	10,000 x 4	40,000		
Resource Guide of African American Female Business Owners & Professionals	PUBLICATION	Fall	Annual	5,000	5,000 x 1	5,000		
CEO Awards Luncheon Souvenir Booklet	PUBLICATION	Winter	Annual	1,200	1,200 x 1	1,200		
Super Tuesday Souvenir Booklet	PUBLICATION	Fall	Annual	1,200	1,200 x 1	1,200		
Monthly Membership Meetings	MEETING	Year Round	Monthly	200	200 x 12	2,400		
Urban Entrepreneur Series	SEMINAR	Winter	Annual	250	250 x 1	250	5	20
Business Exchange Seminar	SEMINAR	Summer	Annual	1000	1,000 x 1	1,000	10	30
Business Opportunity Breakfasts	EVENT / SEMINAR	Year Round	Semi-Annually	50	50 x 2	100	10	30
Business Enrichment Series	SEMINAR	Year Round	Monthly	25	25 x 12	300	5	10
Project Feedback	SERVICE	Year Round	Monthly	325	325 x 9	2,925		
Calling Post	SERVICE	Year Round	As Needed	6,000	6000 x 12 (avg)	72,000		
Broadcast Facsimile	SERVICE	Year Round	As Needed	6,000	6000 x 12 (avg)	72,000		
Broadcast Email - Entire Database (Incl members)	SERVICE	Year Round	As Needed	3,300	3,300 x 12 (avg)	39,600		
Broadcast Email - Membership	SERVICE	Year Round	As Needed	350	350 x 12 (avg)	4,200		
Mass Mailing	SERVICE	Year Round	As Needed	10,000	10,000 x 12 (avg)	120,000		
ABL Website	SERVICE	Year Round	As Needed	250 / mo	250 x 12	3,000		
Business Referrals via Phone	SERVICE	Year Round	As Needed	25 / mo	25 x 12	300		
Business Referrals via Website	SERVICE	Year Round	As Needed	25 / mo	25 x 12	300		

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				People (avg)	People x Frequency	Exposures	Leadership	Participating	
Clark Atlanta University-Small Business Development Center (CAU-SBDC)	JOINT PROGRAM	Year Round	Monthly	5	5 x 12	60	1	3	
Georgia Minority Business Development Center (GMBDC)	JOINT PROGRAM	Year Round	Monthly	5	5 x 12	60	1	3	
BusinessNow of Goodwill Atlanta	JOINT PROGRAM	Year Round	Monthly	10	10 x 12	120	2	2	
Southwest Atlanta Youth Business Organization (SWAYBO)	JOINT PROGRAM	Year Round	Monthly	25	25 x 12	300	2	24	
Women's Economic Development Agency (WEDA)	JOINT PROGRAM	Year Round	Quarterly	5	5 x 4	20	2	10	
Small Business Administration (SBA)	JOINT PROGRAM	Year Round	Quarterly	2	2 x 4	8	2	2	
Business Opportunity Breakfasts	JOINT PROGRAM	Year Round	Bi-Annually	50	50 x 2	100	10	30	
Business Enrichment Series	JOINT PROGRAM	Year Round	Monthly	25	25 x 12	300	5	10	
TOTALS							373,343	103	279
							EXPOSURES	VOLUNTEERS	

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				People (avg)	People x Frequency	Exposures	Leadership	Participating	
EXECUTIVE SUMMARY									
	# PER YR	IMPACT			VOLUNTEERS				
		People Reached	Via		Leadership	Participating	Combined		
MAJOR EVENTS	4			1,600	Attendance		48	105	153
PUBLICATIONS	5			22,400		Distribution			
MEMBERSHIP MEETINGS	12			2,400	Attendance				
SEMINARS	16			1,650	Attendance		30	90	120
SERVICES	6			314,325		Exposures			
JOINT PROGRAMS	8			968	Attendance		25	84	109
TOTALS					6,618		103	279	382

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CEO Awards Luncheon	EVENT	Luncheon designed to recognize achievements of individuals and members associated with Minority and Majority corporations, businesses, government agencies and non-profit organizations	Members / Min. Bus, Owners / Corporate Execs / Elected Officials / Gov Officials / Maj & Min CEOs	Networking / Recognition / Exposure /
Super Tuesday	EVENT	Seminars / Luncheon / Exhibits oriented toward women business owners and professionals	Women: Members, Min. Bus, Owners, Corporate Execs, Elected Officials, Gov Officials	Training / Education / Networking / Recognition / Exposure / Commerce / Business Opportunitites
Women of Vision Breakfast	EVENT	Breakfast function designed to recognize and inform and enlighten women on topics of interest to them	Women: Members, Min. Bus, Owners, Corporate Execs, Elected Officials, Gov Officials	Networking / Training and Education / Recognition / Exposure /
ABL Annual Dinner Meeting	EVENT	Dinner devoted to recognizing the achievements of members and ABL supporters in the service of the League	Members and Guests	Recognition / Exposure / Networking
Membership Directory	PUBLICATION	Comprehensive directory providing pertinent information re: ABL members and their businesses and professions	Members and Referral Seekers	Referrals for business / Business Opportunities
ABL News Exchange Newsletter	PUBLICATION	Infomative newsletter providing information beneficial to ABL members and those interested in business	Members / Min. Bus, Owners / Corporate Execs / Elected Officials / Gov Officials / Maj & Min CEOs	Business info / Membership info / Recognition / Exposure / Business News / Training info
Resource Guide of African American Female Business Owners & Professionals	PUBLICATION	Comprehensive directory providing pertinent information regarding Minority women in business and the professions	Women: Members, Min. Bus, Owners, Corporate Execs, Elected Officials, Gov Officials, Professionals	Recognition / Exposure / Business Referrals
CEO Awards Luncheon Souvenir Booklet	PUBLICATION	Souvenir Booklet of the event that is distributed to all in attendance	Members / Min. Bus, Owners / Corporate Execs / Elected Officials / Gov Officials / Maj & Min CEOs	Recognition / Exposure
Super Tuesday Souvenir Booklet	PUBLICATION	Souvenir Booklet of the event that is distributed to all in attendance	Women: Members, Min. Bus, Owners, Corporate Execs, Elected Officials, Gov Officials	Recognition / Exposure

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Monthly Membership Meetings	MEETING	Gathering of ABL members and their guests that include networking, training, informative speakers	Members and Guests	Networking / Business and Technical Training and Education / Recognition / Exposure / Business Opportunities
Urban Entrepreneur Series	SEMINAR	Seminars / Luncheon / Exhibits oriented towards small business owners aged 21 - 35 years old	Members and Guests	Networking / Business and Technical Training and Education / Business Grant Competition
Business Exchange Seminar	SEMINAR	Seminars / Luncheon / Exhibits oriented towards small business owners	Members and Guests	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
Business Opportunity Breakfasts	EVENT / SEMINAR	Introduction of ABL members to buyers, procurement and diversity specialists in the public & private sectors	Members / Corporations / Government	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
Business Enrichment Series	SEMINAR	Business & management training provided to ABL members by specialists	Members / Corporate & Government Specialists	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
Project Feedback	SERVICE	Internet-base survey of membership re: topics of interest and program evaluation	Members / Sometimes ABL constituents	Recognition / Exposure / Survey Feedback
Calling Post	SERVICE	Service that provides wide dissemination of prerecorded audio messages	Members and ABL database	Event notification / Business opportunities
Broadcast Facsimile	SERVICE	Service that provides wide dissemination of event and benefits related information via fax	Members and ABL database	Event notification / Business opportunities
Broadcast Email - Entire Database (Incl members)	SERVICE	Service that provides wide dissemination of event and benefits related information via e-mail	Members and ABL database	Event notification / Business opportunities
Broadcast Email - Membership	SERVICE	Service that provides wide dissemination of event and benefits related information via e-mail for ABL members only	ABL database	Event notification / Business opportunities

The Atlanta Business League Programs / Services / Products / Events AT-A-GLANCE

PROGRAM / SERVICE / PRODUCT / EVENT	TYPE	DESCRIPTION	PRIMARY PARTICIPANTS	PARTICIPANT BENEFITS
Mass Mailing	SERVICE	Service that provides wide dissemination of event and benefits related information via mail	Members and ABL database	Event notification / Business opportunities
ABL Website	SERVICE	Website devoted to providing comprehensive information re: ABL, its members, services, programs, events and activities	Members / Referral Seekers / General Public	ABL related information / Referrals for business / Recognition / Exposure / Commerce / Business Opportunities
Business Referrals via Phone	SERVICE	Service conducted by staff to provide callers with referrals for products and services provided by members	Members and Referral Seekers	Referral for Business Opportunities
Business Referrals via Website	SERVICE	Service available through the ABL to provide visitors with referrals for products and services provided by members	Members and Referral Seekers	Referral for Business Opportunities
Clark Atlanta University-Small Business Development Center (CAU-SBDC)	JOINT PROGRAM	Training provided to ABL members by CAU-SBDC. Referrals provided to CAU-SBDC for potential small businesses in need of management assistance.	Members / Minority Business Owners	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
Georgia Minority Business Development Center (GMBDC)	JOINT PROGRAM	Training provided to ABL members by GMBDC. Referrals provided to GMBDC for potential small business owners in need of in need of management assistance.	Members / Minority Business Owners	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
BusinessNow of Goodwill Atlanta	JOINT PROGRAM	ABL provides opportunities for training to program participants and graduates. Referrals to BusinessNow for aspiring business owners and start-ups in need of training and micro-loans.	Members / Minority Business Owners	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
Southwest Atlanta Youth Business Organization (SWAYBO)	JOINT PROGRAM	Youth receive entrepreneurial training from small business owners; site visits; networking and internship opportunities	Members / Students Age 7 - 21 / Minority Business Owners	Training / Education / Networking / Exposure
Women's Economic Development Agency (WEDA)	JOINT PROGRAM	ABL members provide insight to trainees during sessions. Referrals to WEDA for aspiring business owners and start-ups in need of trainingf and micro-loans.	Members / Women / Minority Business Owners	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities

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Small Business Administration (SBA)	JOINT PROGRAM	Training provided to ABL members by SBA. Referrals provided to SBA for potential small businesses in need of management assistance and loans.	Members / Minority Business Owners	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
Business Opportunity Breakfasts	JOINT PROGRAM	Introduction of ABL members to buyers, procurement and diversity specialists in the public & private sectors	Members / Corporations / Government	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities
Business Enrichment Series	JOINT PROGRAM	Business & management training provided to ABL members by specialists	Members / Corporate & Government Specialists	Networking / Business and Technical Training and Education / Recognition / Exposure/ Business Opportunities