

The Atlanta Business League
BY THE NUMBERS
(2009)

PROGRAM / SERVICE / PRODUCT / EVENT	TYPE	SEASON	FREQ	IMPACT			VOLUNTEERS	
				People (avg)	People x Frequency	Exposures	Leadership	Participating
EVENTS								
CEO Awards Luncheon	EVENT	Spring	Annual	800	800 x 1	800	12	30
Super Tuesday Conference	EVENT	Fall	Annual	1000	1000 x 1	1000	12	30
Women of Vision Breakfast	EVENT	Winter	Annual	600	600 x 1	600	12	15
ABL Annual Dinner Meeting	EVENT	Winter	Annual	600	600 x 1	600	12	30
Men of Influence Reception/Induction	EVENT	Summer	Annual	600	600 x 1	600	6	15
Congress on the State of Black	EVENT	Winter	Annual	400	400 x 1	400	12	30
PUBLICATIONS								
Membership Directory	PUBLICATION	Spring	Annual	10,000	10,000 x 1	10,000		
ABL News Exchange Newsletter	PUBLICATION	Quarter	Quarterly	22,000	22,000 x 4	88,000		
Resource Guide of African American Female Business Owners & Professionals	PUBLICATION	Fall	Annual	10,000	10,000 x 1	10,000		
Men of Influence Reception/Induction Souvenir Book	PUBLICATION	Summer	Annual	1,000	1000 x 1	1,000		
CEO Awards Luncheon Souvenir Booklet	PUBLICATION	Winter	Annual	4,800	4800 x 1	4,800		
Super Tuesday Souvenir Booklet	PUBLICATION	Fall	Annual	4,800	4800 x 1	4,800		
MEETINGS / SEMINARS								
Business Power Forums	MEETING	Year Round	Monthly	200	200 x 10	2,000		
Business Opportunity Roundtables	EVENT / SEMINAR	Year Round	Semi-Annually	50	50 x 2	100	10	30
Membership Orientation Breakfast	MEETING	Year Round	Monthly	25	25 X 10	250	3	
Miller Urban Entrepreneur Series	SEMINAR	Year Round	Quarterly	100	100 x 4	400	2	2
Business Enrichment Seminar Series	SEMINAR	Year Round	Monthly	40	40 x 12	480	5	10
SERVICES								
Project Feedback	SERVICE	Year Round	As Needed	450	450 x 9	5,400		
Calling Post	SERVICE	Year Round	As Needed	9,500	9500 x 12 (avg)	114,000		
Broadcast Facsimile	SERVICE	Year Round	As Needed	6,000	6000 x 12 (avg)	72,000		
Broadcast Email - Entire Database (Including members)	SERVICE	Year Round	As Needed	8,000	5400 x 36 (avg)	194,000		
Broadcast Email - Membership	SERVICE	Year Round	As Needed	450	450 x 12 (avg)	5,400		
Mass Mailing	SERVICE	Year Round	As Needed	10,000	10,000 x 12 (avg)	120,000		
ABL Website	SERVICE	Year Round	As Needed	4000 / mo	4000 x 12	48,000		
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		
JOINT PROGRAMS								
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
Business Now 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
Miller Urban Entrepreneur Series	JOINT PROGRAM	Year Round	Quarterly	100	100 x 4	400	2	2
Georgia Association of Minority Entrepreneurs (GAME)	JOINT PROGRAM	Year Round	Monthly	Same as Membership meeting				
PROGRAMS								
ABL CARES	PROGRAM	Year Round	As Needed	100 (1)	100 X 1	100	1	100
ABL SBSP	PROGRAM	Year Round	Summer	100 (1)	100 X 1	100	5	100

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ABL Bridge	PROGRAM	Year Round	As Needed	100 (1)	100 X 1	100	3	25
CEO Roundtable	PROGRAM	Year Round	As Needed	100 (1)	100 X 1	100	5	30
TOTALS						686,598 EXPOSURES	605 VOLUNTEERS	
	FOOTNOTE: (1):	Provided \$13, 500 Inkind to Georgia Center for Child Advocacy;						
		Donated \$500 to Atlanta Victim Assistance;						
		Provided meeting space for SWAYBO						
ABL STATISTICAL SUMMARY								
	# PER YR	IMPACT			VOLUNTEERS			
		People Reached	Via		Leader-ship	Participating	Combined	
MAJOR EVENTS	6	4,000	Attendance		48	105	153	
PUBLICATIONS	6	52,600		Distribution				
BUSINESS POWER FORUMS	10	2,400	Attendance					
SEMINARS	9	3,230	Attendance		20	42	62	
SERVICES	9	559,400		Exposures				
JOINT PROGRAMS	7	968	Attendance		12	46	58	
TOTALS					80	193	273	