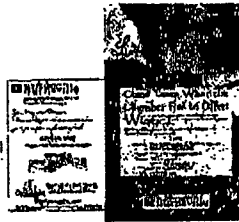


Best Ideas in Membership ...from beginning to end!

- Presented by:

Kari Switala
Membership Development Director
Burnsville Chamber of Commerce
952-898-5642
kari@burnsvillechamber.com

Recruitment



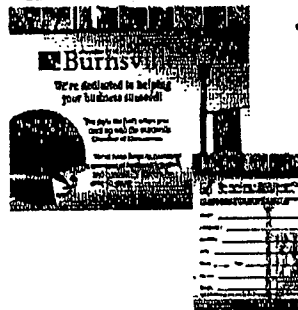
- **Recruitment Materials**
 - Free for prospective members
 - Free for members that bring a prospective member(s)
 - KEY—great program and short teaser on the Chamber

Recruitment



- **New Business Blessing Box**
 - Welcome new businesses to your City
 - Membership Director or Committees deliver
 - Filled with promotional items from members

Recruitment



- **Promotional Materials**
 - Mass Mailer
 - Twin Cities Biz Journal
 - <http://www.twincitiesbizjournal.com/customleads/>
 - Hand-out at events

Recruitment



- Recruitment Visits
 - Event Tailored Visits
 - Meet & Treat Visits
 - Non-threatening
 - Promotional opp for Members to donate items and to deliver
 - KEY—Make sure to get contact info and to follow-up w/prospects

New Member

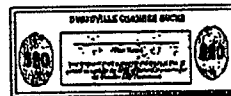


- New Member Goals
 - Ambassador/Membership Committee
 - All new members
 - Find out about their business/good leads
 - Bring bag of goodies w/newsletter & involvement opps

New Member

- Orientations—key to RETENTION!
 - Most successful over lunch hour
 - Invite prospective members to attend
 - Get member business to sponsor
 - Include a networking activity
 - Speaker/Testimonials from current members
 - Fun quiz to see how much they learned

New Member



- Membership Directory
 - Welcome
 - Orientation Notice
 - Ambassador Visits
 - Chamber Bucks
 - Upcoming Events
 - Key tips for membership

Retention

• Power Network Luncheons

July through December Chamber of Commerce

- Progressive Lunch, held every other month
- 8-10 People per table, each person is numbered so they know which table to move to
- Begins with a salad & 2 minute introductions
- Every 20 minutes you switch to another table for your next course
- During the main course there is a 10 minute session on networking tips
- Cost: \$25, average 60-80 per lunch

Retention

We just "POPPED IN" to say
"Thank!"

MEMBERSHIP

We value your membership in the
Barnsville Chamber of Commerce
and appreciate your continued
support.

Please feel free to call us anytime,
982-464-0000!

• Retention Visits

• New Member Roundtables

• Just Popped In!

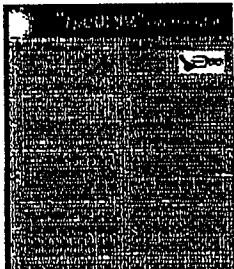
• Anniversary Visits

- Milestone Anniversaries
- Deliver card and baked goods donated by member
- Delivered by Membership Committee

Retention

• Member Recognition

- Spotlight on Success
 - Recognize members that have:
 - an interesting story,
 - helped the Chamber out,
 - milestone anniversaries

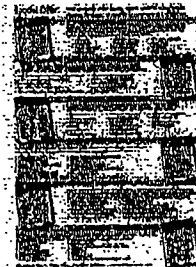


Retention

• Membership

Management Report

- Great source for recruitment, retention and overall membership ideas



Retention

- Membership & Ambassador Committee (see attachment)
 - Agreement Form
 - Make it fun
 - Incorporate networking into each meeting
 - Market it as an opportunity to promote your business while helping the Chamber
 - Team Approach

Retention

Dear Map,

The over 600 members of the Owassee Area Chamber of Commerce & Tourism collectively do what no single business can do alone. Business need each other to play a vital role in the quality and growth of the Owassee area. It takes teamwork - and we need you on the team.

Your membership is valued and critical to the success of the Chamber. We at the Chamber sincerely value your input. If there are reasons why you are hesitating to renew, we would like to know. If you have any questions about your membership, please contact me. Thank you for your continued involvement.

Sincerely,

Beverly Bowers—Membership Manager
Owassee Area Chamber of Commerce & Tourism

• AR Strategies

- Send 2nd invoice on bright colored paper
- Email/Fax invoices after mailing
- Send continued involvement letter at 90 days past due