Membership

~~Retention~~

Attraction

Ellie Braxton
Best Practices
For Building Revenue

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Agenda

Welcome & Introductions

Who Are You

- Facts not Claims
- What's Relevant?
- Bragging Rights

Do You Know Who You're Dealing With?

- Personalities
- Generations

Retention

- Retention Plans
- On-Boarding
- Building Relationships– Members for Life

A Team of Champions

- Ambassadors, Board Members, & Leads Groups
- Committees
- Staff

Best Practices

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Why Should Anyone Join Your Chamber?

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Role of the Chamber

Give Me Facts, Not Claims

- Educate
- Advocate
- Connect

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Chamber Benefits

SAMPLE

Mission: To make every day extraordinary for business while maintaining the ideal hometown feel.

Vision: To be recognized as the destination for member services, community collaboration, business growth, tourism and quality living.

Economic Development - Business Development - Leadership Development - Advocacy

Economic Development:

- Supported and assisted with 30 business expansions & relocations in 2015 that will result in over 2,000 jobs, occupancy of over 633,330 square feet of office and tech space and $40 million in additional annual payroll for YOUR COMMUNITY economy.
- Helped secure the future expansion of MAJOR Manufacturer, Inc to remain in YOUR COMMUNITY .
- Implemented and organized "Dine-Out YOUR COMMUNITY" to increase business for local restaurants.
- Capitalized on the new MAJOR Manufacturers Semiconductor Fab by recruiting related supplier companies such as LSA-Clean, Air Liquide, and Avnet.
- Created the Growth and Mobility Committee to better communicate economic development information to CHAMBER members on a quarterly basis.

Business Development:

- Coordinate over 48 business, educational, and training programs each year to support business development.
- Provide referral services to members only, channeling over 100 phone calls and walk ins a day to current CHAMBER members.
- Provide monthly listing of new businesses and residents to members.
- Coordinate 12 PM Connections, 50 EarlyNet forums, and 9 Business Breakfasts, which bring together over 2000 business executives to build business leads and networks.

Advocacy:

- Leading efforts to establish the Texas Emerging Technology Fund
- Organize the YOUR COMMUNITY Business Community Legislative Day with 50 local business leaders in attendance.
- Produce the Annual New Teacher's Luncheon for the LOCAL ISD, honoring 200 New Teachers
- Leader in repealing the Texas R & D Tax.

Leadership YOUR COMMUNITY:

- Identify and motivate 25 emerging community leaders each year.
- Acquaint participants with a local historical perspective and with current community dynamics.
- Assist participants in identifying and addressing community needs, issues, and problems

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Recent Economic Development Highlights

- US Oncology – Texas Oncology, supported by McKesson Specialty Health, and Baylor Health Enterprises, an affiliate of Baylor Health Care System, will begin construction at 1501 W. Royal Lane in Irving of a 50,000 square -foot, $105 million proton therapy facility in 2013. It is anticipated that the first patients will begin treatment in late 2015. The facility will employ about 50 health care professionals

- Irving-based VHA Inc., a national health care network, took a minimum of 292,000 square-feet of office space at 250/290 E. John Carpenter Freeway.

- Irving-based CHRISTUS Health leased 223,000 square-feet in the One MacArthur Ridge office building on Hidden Ridge Drive south of State Highway 114. The Las Colinas building will consolidate about 1,000 workers now located in Irving, San Antonio and Houston in Irving.

- State Farm is expanding operations into a 400,000 square-foot space in Irving at 3950–4000 Regent Boulevard, opening its new National Catastrophic Center to support victims of hurricanes and natural disasters. It is estimated that the facility will create more than 1,000 new jobs.

- Mattito's opened a 6,000 square-foot restaurant at 1001 MacArthur Park Drive in the MacArthur Park Shopping Center.

- Connextions, a division of UnitedHealth Group's Optum health services business, expanded its insurance carrier and exchange business operations into 76,000 square-foot space in Irving at 5150 Regent Boulevard. Connextions is creating upwards of 800 new jobs.

- Flowserve, a leading manufacturer and aftermarket service provider of flow control products and services for the world's most critical applications, renewed its corporate headquarters location in a 125,000 square-foot facility at 5215 N. O'Connor Boulevard in Irving. The company employs about 360 individuals.

- NationStar Mortgage, one of the nation's leading mortgage lending services and lenders, relocated its headquarters to Irving, leasing approximately 180,000 square-feet at 4000 Horizon Way. The company will create upwards of 800 jobs.

- OneSource Virtual HR provides its clients a wide range of human resources and financial services to fit each individual organization's needs. OneSource Virtual HR relocated its corporate office and operations into 53,000 square-feet in Irving at 5601 N. MacArthur Boulevard and will employ more than 550 individuals.

- Regal Plastic Supply Company has been an industry leader and wholesale supplier since the mid-1950s to the glass, manufacturing and sign industries. Regal Plastic purchased the 50,000-square-foot facility at 9200 Royal Lane in Irving. The company will employ more than 70 individuals.

- Fish City Grill opened a 3,000 square-foot restaurant at 7750 N. MacArthur Boulevard in the MacArthur Crossing Shopping Center.

- HD Vest, a leader in the growing market for comprehensive financial services, offering financial planning through its advisors to millions of individuals and small businesses throughout the United States, expanded its corporate operations into 88,500 square-feet in Irving at 6333 N. SH-161. The company is expanding its employment to more than 450 individuals.

- CHC Helicopter, the world's largest helicopter services company, specializing in transportation to offshore oil and gas platforms and helicopter maintenance repair and overhaul, expanded its global operations into Irving at 6555 N. SH-161, creating upwards of 100 new jobs.

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BOERNE KENDALL COUNTY
ECONOMIC DEVELOPMENT CORPORATION

Located in the heart of Texas' renowned Hill Country, Kendall County is positioned approximately 10 miles north-west of San Antonio. Boerne's quality of life and proximity to San Antonio will help the city continue to serve as an important connection between the Hill Country, San Antonio and Texas.

18th Fastest Growing MSA in Country

17th Fastest Growing County in the Cou

18% Population Growth

Kendall County is the 5th fastest growing county in Texas and the 12th (2010-2015) in the country, with an 18% population growth projected in the next three years. This growth is supported by a diverse economy and a business-friendly environment that includes low taxes, economic development incentives and a well-educated population. New ultra-high-speed Internet service, up to 100 Mbps download and upload, now available in our region drives entrepreneurialism.

Due to Boerne's close proximity to San Antonio, the local economy is strongly influenced by the greater San Antonio – New Braunfels Metropolitan Statistical Area (MSA) economy. As the Texas population continues to expand – especially within Central Texas – so will Kendall County. Central Texas' population is expected to see substantial growth within the coming years, which means the City of Boerne and the greater Kendall County area will experience strong growth as well.

457,900 New Jobs in Texas in 2014

When compared to the rest of the United States, Texas' economy is rapidly growing and becoming more and more diverse. Population totals for the state show significant increases within recent decades, and that growth is expected to continue. In 2000 the population of the state was approximately 20.9 million and increased to 25.1 million by 2010 (a 20.6% increase). Estimates project Texas' population to grow an additional 3 million people between 2010 and 2018, a total of 28.1 million people, or an increase of 12.1%. Per capita income for Texas residents in 2013 was $46,475, and the median household income was $53,616. The Texas economy has arguably been the strongest economy in the U.S. since the economic downturn, and that trend has continued to hold true since 2010. In 2010 Texas' unemployment rate was 8.1%, and current unemployment rates are near 4.5%, versus a national average of 5.2%. Another impressive statistic that speaks to the resiliency of Texas' economy is the Bureau of Labor Statistics report that shows Texas gained 161,200 in 2016 (estimated), 150,500 in 2015 and 252,400 jobs in 2013, which ranked third overall in the nation.

San Antonio – New Braunfels MSA 2020 Projected a Total Population of 2,462,271

(14.4% Increase 2010-2020)

Kendall County benefits from a strong regional economy that has a solid foundation in the biosciences and healthcare; the aerospace industry, information technology and cyber security; high-tech manufacturing; renewable energy and a robust military presence. Combine that with an expanding infrastructure of roadways, award-winning schools, outstanding healthcare and plenty of space for your growing business, and it all adds up to a vibrant, dynamic location in Kendall County for your company.

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Personality Types

Which Group Best Describes You?

1

- Correct
- Conventional
- Logical
- Concise
- Analytical
- Calculating
- Consistent
- Diplomat
- Structured
- Factual
- Accurate
- Tactful
- Cautious
- Exact

2

- Strong-willed
- Challenging
- Purposeful
- Assertive
- Realistic
- Well-argued
- Courageous
- Daring
- Decisive
- Forceful
- Determined
- Objective
- Firm
- Driving

3

- Patient
- Constant
- Harmonious
- Reflective
- Amenable
- Co-operative
- Loyal
- Friendly
- Stable
- Calm
- Reliable
- Caring
- Accommodating
- Sensitive
- Steady

4

- Outgoing
- Persuasive
- Sociable
- Active
- Optimistic
- Cheerful
- Enthusiastic
- Influencing
- Engaging
- Fun
- Impulsive
- Convincing
- Mobile

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Four personality types: Driver, Expressive, Amiable and Analytical.

Analytical—Fact-Based Introvert

Driver—Fact-Based Extrovert

Amiable—Relationship Introvert

Expressive—Relationship Extrovert

Facts and Data

Introvert

Analytical

Strengths	Weaknesses
Cautious	Stuffy
Precise	Indecisive
Deliberate	Suspicious
Questioning	Cold
Formal	Reserved

Driver

Strengths	Weaknesses
Competitive	Aggressive
Demanding	Controlling
Determined	Driving
Strong-willed	Overbearing
Purposeful	Intolerant

Amiable

Strengths	Weaknesses
Caring	Docile
Encouraging	Bland
Sharing	Plodding
Patient	Reliant
Relaxed	Stubborn

Expressive

Strengths	Weaknesses
Sociable	Excitable
Dynamic	Frantic
Demonstrative	Indiscreet
Enthusiastic	Flamboyant
Persuasive	Hasty

Extrovert

Relationships

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The Driver Personality Type

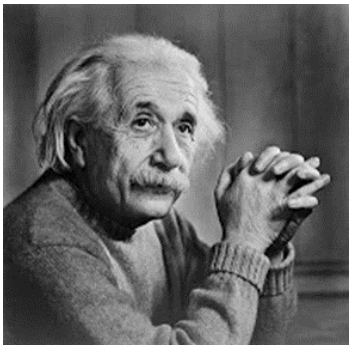
Personality Type: Driver (*Let's do it now*)
People who fall into the Driver personality type tend to be very controlling and possibly demanding. They know what they want and they aren't afraid to let you know.Â They normally have little to no emotion and make decisions quickly and assertively.

To quickly sum up the characteristics of a driver:

- Demands control or will take it when available. Looks for opportunity to be 'in charge'.
- Will get things done, likes goals and achieving them. Frames life as a sequence of "I did this."
- Straight to the point, looks for the bottom line. Dislikes complexity or ambiguity.
- Little patience for the small details that aren't clearly in line with goal seeking.
- Doesn't like situations where they have no say in what's happening.
- Appears to be arrogant and standoffish. Can seem overly aggressive, especially in the heat of a project. Will see people as 'obstacles' or 'allies'. Can appear as Alpha male/female type

Drivers may appear intimidating, however, you must remember to put your emotions aside and not take things personally. Remember, it's not about you, it's about the person in front of you.

The Analytical Personality Type



How Analytical People Work
People who have the Analytical personality type usually appear to be very intelligent, nerdy, or systematical. I'm not saying that all analytical are smart or technologically advanced, although many of them are, but that most pay close attention to the smallest details.

You'll also find that many Analyticals wear glasses because their eyes are vigorously reading and analyzing data faster than most resulting in their eyes wearing out quicker.

Analyticals are people who, like Drivers, have little to no emotion, yet unlike Drivers or Expressives, make decisions slowly and with much second thought.

- Sees overt emotion as a weakness and something to distrust.
- Needs facts, numbers, and details. Will seek out more information.
- Usually known for being a perfectionist, hates to make errors. Doesn't forgive mistakes easily in themselves or others. Seen as intolerant.
- Great problem solving skills. Wants to be admired for their problem solving abilities.
- Likes organization and structure. Will sometimes hold to 'rules' even when results suffer.
- Soft voice, reserved. Not directly confrontational. Lets the data speak for itself. Expects others to agree based on facts and logical arguments.
- Gets frustrated when people don't see 'the right answer' as clearly as they do.
- Usually doesn't get bored – internal life (thinking about 'stuff') keeps them occupied when outside stimulus is low.

Analyticals are usually pretty easy to spot because of their neatness, structure, and sensitivity of minute detail. Dealing with an Analytical sounds quite simple, but actually requires you to provide an extensive amount of data, graphs, references, and anything else with numbers, facts, and figures.

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The Amiable Personality Type

Amiables are very reliable and trustworthy. These people are very loyal employees and amazing people to have on your team. Amiable are usually not in very high-level executive positions, but there are obviously exceptions here and there.
Being an Amiable doesn't mean you can't be a leader, most of them just don't have the characteristics of one. Amiables also tend to be very high in emotion and make decisions slowly.

- Team player, looks for an 'everybody wins' result.
- Warm and friendly, but sometimes cloying.
- Doesn't hide from feelings, expressing and listening. Caring, nurturing come easily.
- Soft spoken, goes along to 'get along'. Uncomfortable when they don't know how the group feels about something.
- Doesn't like independent activities and decision-making.
- Rarely sticks up for their position in the face of strong opposition.
- Prefers compromise.

It's quite simple to talk with people who are Amiable because they aim to please. They have a tendency to make sure that everyone likes them. A person with the driver personality type usually loves working with an amiable person. Why is that the case? For one, an amiable person always looks to please and they will do whatever the driver tells them to do. Then again, it would also be in the best nature of the amiable to stick to what they are comfortable with and not be afraid to speak up. Otherwise, they will be used to the advantage of others because they aim to please.

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The Expressive Personality Type

A verbally adept personality, is engaging, accommodating, supportive of others, persuasive, socially adept, and relationship- rather than task-oriented.
The expressive personality type loves to be one of the 'gang'. They're always ready for something new and exciting, especially if the rest of the gang is ready to join in and participate. Their strengths include enthusiasm, diplomacy and the ability to inspire others. Their strength is their **passion, enthusiasm and ability to influence**. They're **born to perform** to an audience.

An Expressive's weaknesses involve impatience, a tendency to generalize, verbal assaults, and sometimes irrational behavior. They can also be seen as egotistical, manipulative, undisciplined, reactive, unorganized, or abrasive. They're always ready to exchange information and life experiences, and their main need is to be appreciated and accepted. They take pleasure in recognition and approval while their pain is isolation and lack of attention.

They use their hands when talking; have a relaxed body posture and an animated expression. Their feelings often show in their faces and they are perceived by others as excitable, impulsive, undisciplined, dramatic, manipulative, ambitious, overly reactive and egotistical. They usually have disorganised offices and may have leisure equipment like golf clubs or tennis racquets. Under stressful conditions, Expressives tend to resort to personal attack.

Here are the characteristics of an Expressive: (Let's Do It)

- Tends to run late, over commit, and have a rushed lifestyle.
- Desires to be center of attention. Attempts to draw focus of a group.
- Bored easily, impatient. Gets stressed and fidgets in lines, looks for distractions.
- Usually has brightly colored clothing/cars/houses. Values 'flash'.
- Animated and lively when speaking or telling stories.
- Sometimes seems 'loud'.

How to deal with the Expressive:

- Focus on developing a relationship
- Try to show how your ideas will improve his or her image
- Be enthusiastic, open, and responsive
- Relate to the need to share information, stories, and experience
- Be forthcoming and willing to talk
- Ask and answer "who" questions
- Agree clearly and often
- Remember to be warm and approachable at all times
- Work to minimize his or her direct involvement with details or personal conflicts

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Who Are the Generation Xers?

Most writers agree that these approximately 50 million people were born between the mid 1960s and 1980--the offspring of the famous baby boomers. Many grew up as "latch key" kids, home alone after school while both of their parents worked, and/or they were raised by a single parent.

They saw their parents married to the workplace, often devoting long hours to factories, the office or on the road. Their parents sacrificed time at home with their families. In the economic downturn of the 1980s, many of these hard workers lost their jobs.

The result? The Gen X or Y kids learned to become more pragmatic and were often disillusioned with the lack of work/life balance in their home. In addition, they often looked askance at the lack of loyalty by employers to their employees.

Motivating Gen Xers

So how does this information translate into working with and motivating this group of individuals? Smart organizations will need to recognize those characteristics mentioned above and provide some of the following:

1. **Room to grow.** Offer Gen Xers clear statements of goals, but allow them reasonable latitude on how to achieve those goals. Build on their interest in gaining new skills and knowledge by providing opportunities to grow in the organization. Gen Xers tend to have a "work hard, play hard" mentality.
2. **Opportunities to make choices.** Since this generation has become accustomed to "fending for themselves," provide options--options for task selection, options for challenges, options to formulate new processes, and options to develop creative yet appropriate conclusions. You also want to allow them the freedom to use their own resourcefulness and creativity to achieve success.
3. **Mentoring.** Strong, relationship-oriented mentorships are a great value for young business people. Be careful not to micro-manage them or suggest rigid guidelines for completing projects. Spend time with them and offer clear and frequent feedback on their progress.

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Who Are the Generation Yers or Millenials?

The approximately 70 million Gen Yers came next, born in the mid to late 1970s through the late 1990s. They have often been called the "Trophy Kids" because on sports teams and in school, each child, regardless of capability, when provided a chance to contribute and perform, was often given some kind of a certificate or award just for having participated. (Recall, in contrast, how previous generations received credit only when they won.)

These kids were praised lavishly by their parents and teachers, who had high levels of hope and expectations for positive outcomes. Often Gen Yers were involved in many activities concurrently with school: lessons, sports, social events, playgroups and teams. They can also be thought of as the "over-scheduled" generation.

Motivating Gen Yers

There is a direct relationship between their experiences growing up and methods to motivate this group of Gen Y employees. To attain success with this population, you should consider these approaches:

1. **Multitasking.** Provide more than one task to accomplish at a time, but without overwhelming them. They are accustomed to multitasking and can most likely sort out what has to be done and when. What's more, they look forward to the challenges of having several tasks to perform at once.
2. **Collaboration.** Create work teams or partners to work with, where appropriate. They are accustomed to working in tandem with others.
3. **Structure.** Provide structure and clear guidelines, and at times, specific processes or approaches for achieving goals. While they appear confident, they still need input from management.
4. **Technology.** Encourage and allow them to use the latest technology in the work setting.
5. **Challenges.** Positively challenge their interests, abilities and achievements.
6. **Relationship building.** Create a bonding relationship with them so that they feel comfortable asking for input and direction and know they can rely on you as the authority figure when the need arises.
7. **Positive reinforcement.** Reward them frequently with positive feedback and citations for successful accomplishments and milestones on the road to longer-term achievements.
8. **Engaged leadership.** Set up specific and regular times to meet with and supervise them. Demonstrate your sincere interest in their professional growth and success.
9. **Communication.** Understand that they prefer using electronic means to communicate with you as opposed to face-to-face meetings. This generation is far more fluent and comfortable with technology than any other group.

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The Extrovert

- Draws energy from outside
- Responds to and initiates events in the external world
- Has numerous contacts with others, even if their job does not require it
- Prefers communicating in a group
- Doesn't mind interruptions

The Introvert

- Draws energy from inner world
- Is focused and reflects on the inner world
- Has few contacts with others, unless their job requires it
- Prefers communicating one on one
- Dislikes interruptions, needs quiet to focus

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Membership Attraction

Why Would I Want
What You Have?

Now...What is Your Chamber's Story?

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What's Important to Them

Finding Solutions:

- This is not a like a gym membership.
- Never say "it's only a small amount each month." What's small to you, may not be small to the member.
- Never Cry Poor

Common Objections:

1. Don't have time. Too busy.
2. I only have a specific market.
3. I want to connect with Small Business owners only.
4. I want to connect with city leaders only.
5. I want to connect with anyone that needs my service (real estate, dentist, doctor, auto dealer, etc.)
6. I just want to show community support, don't benefit
7. My vendor told me I needed to join. I don't know why I'm a member.
8. I'm a big corporation, I don't need the Chamber.
9. My company is based in another State, I am just the local Rep.
10. OTHER

_____

How Can You Help Them?

- Need employees
- Problems with city government
- Struggling financially
- No time to go anywhere
- Efforts are not working

Whether They never Walk in the Doors, Participate in an Event nor Committee, They Still Benefit:

Jobs
Schools
Parks
Residents
Referrals
Advertising
ED Information
Customers
Employees

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Lifelong Members

Know your Membership Retention Rate

1. Number of Members December 31, 2015 = _____

2. Number of Members dropped January 2016 to December 2016 =_____

3. Subtract the # of drops from the # on file on December 31, 2015 = _____

4. Divide line 3 by line 1 = _____

5. Line 4 = Your Retention Rate/Renewal Rate

Example

Dec. 31, 2015 = 1400 Members

Jan—Dec 2016 Dropped members = 240

1400 - 240 = 1160

1160 / 1400 = **82%**

82% is the Retention Rate

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Retention Process

Many Chambers claim they cannot afford a Retention person. The reality is the increase in revenue will pay the cost of the staff member, maintain a sound membership base and increase the opportunity to find volunteers and revenue for non-dues programs.

Chambers drop an average of 50% of ALL first year members. If there is no attention to retaining these new members, the drop rate statistics are substantially higher.

NEW MEMBERS

1. Immediate Follow Up call from Chamber Membership Services to explain services, gather a 30 word explanation, logo, and remind of Orientation. Determine their interests and direct them to what program or service is most beneficial.
2. Welcome Email /Video from the Chamber CEO or Chairman of the Board.
3. Call to remind of New Members Orientation by Membership Services (three times)
4. Email a welcome video from an Ambassador or Board Member. (Change these annually)
5. Call from an Ambassador within the month, welcome and ask what are their interests?

All Members, Including first Year.

1. Invitation to all Membership Luncheons
2. Weekly email/video of services/programs available.
3. Six months into membership year, receive a call or visit from Ambassador (Remind of NMO, Explore interests)'
4. Eight months into membership year, receives a call from Membership Services person (Care Call)
5. 60 Days prior to renewal, letter from the president and an invoice and a video from a prominent Board Member.
6. Statements sent monthly until renews or drops
7. 30, 60, 90, days past due, receives a call from the Chamber staff. Staff looks for a Champion in the Membership to help with renewal.
8. 120 days, send statement with a drop notice. Drop list goes before the Board.

When the Member Pays Renewal

1. Thank you for renewing video/letter from the Chairman of the Board and the President/CEO.
2. Handwritten postcard by the Board and a thank you from Membership Services Dept.

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Check In Call Report Form

Business Name
Rep Name
Address
Phone

Email
Website

Hi, _____, this is _____, and I am calling from the Coppell Chamber of Commerce. We like to touch base periodically to make sure our information is current for you and that we have you plugged into the areas of the Chamber that are most beneficial to your company. Do you have a couple of minutes to answer a few questions? If yes, proceed. If no, ask when is a good time to call back.

1. (Verify the Chamber information listed above).

2. What is the most important aspect of the Chamber to your business? (Check 2)
_____ Economic Development (Jobs) _____ Government Advocacy _____ Education Partnership _____Education Programs
_____Business to Business Networking _____Business Services _____Leadership Development _____ Referrals
_____Marketing Your Business

3. Have you had the opportunity to attend one of our New Member Orientations?
- If yes, ask what was the part they benefited from the most.

- if no, explain how dynamic it is, it's volunteer driven, and offer to make sure they are on the invitation list for the next one.

4. Tell me, when you joined the Chamber, who were you trying to connect with, what is your market?

5. How do you currently reach them? Word of mouth? Advertising? Referrals?

6. (Based on their answers, recommend the area of the Chamber that will connect them with their clients)

We truly want to thank you for your support. The Chamber's sole focus is to help the business community grow, and to continue attracting more jobs into the area. Your support helps us make that happen, which builds our schools, paves our roads, builds our parks, and improves the quality of life in our beautiful community. So again, we thank you. If you need anything at all, just give us a call. You can call me or call the Chamber directly at 972-393-2829.

Date: _____Name_____

Updates entered: _____

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cham·pi·on

1. A person who fights or argues for a cause or on behalf of someone else

2. Support the cause of; defend

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The primary reason Ambassadors and Board Members shy away from helping us with Membership? ...they don't know how or why.

Knowledge is Power

Top Challenges:

1. "I don't know what I'm talking about."

   - Information/training

2. "I didn't know I was required to help recruit members."

   - In most Chambers, it is not required, but it needs to be a part of their training and commitment. Ambassadors can recruit a new member in 15 minutes if trained the right way

3. Fear and Embarrassment

   - Don't know what they are talking about… What's their story?

4. Reciprocal Giving

   - Yes, it happens

5. "I don't know why the Chamber needs more members."

   - Educate them on the Chamber duties/impact on the community and what it

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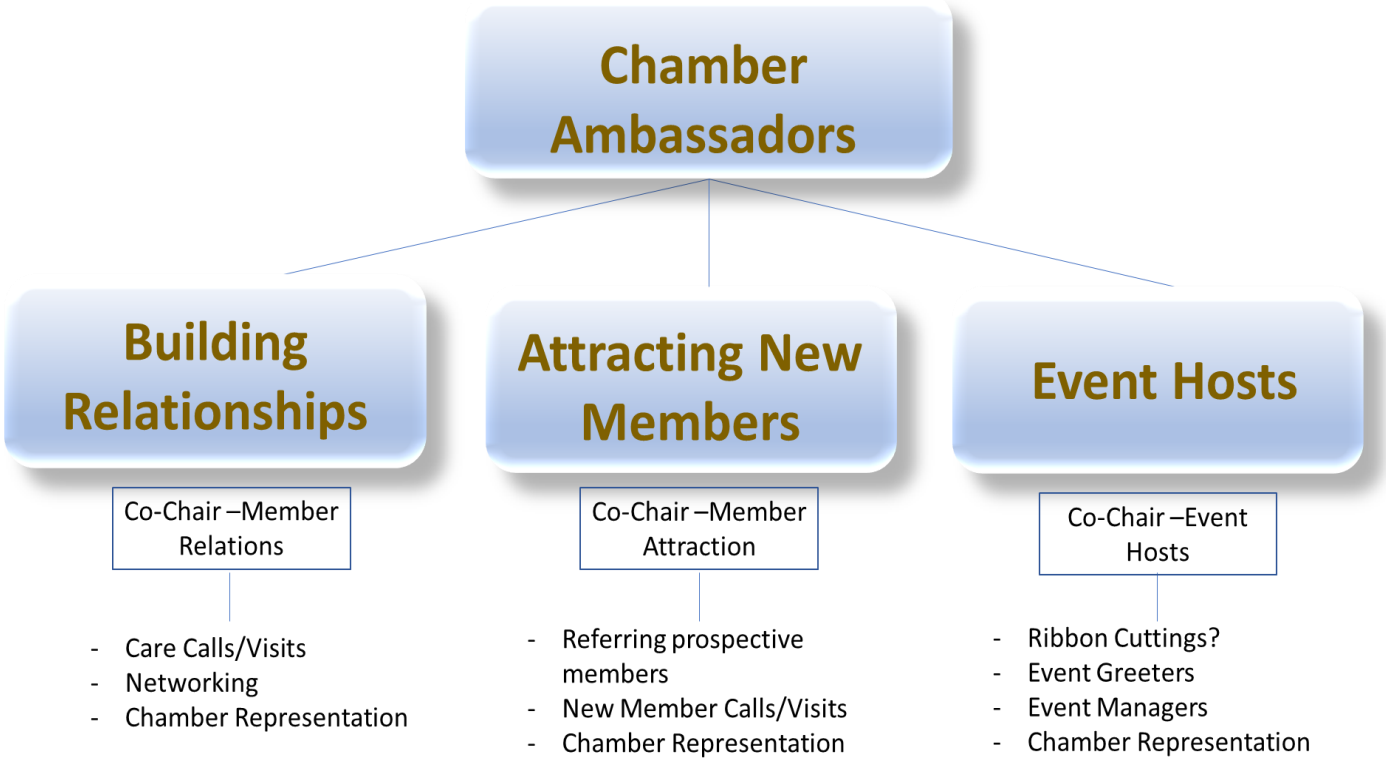

Teach Them How To:

- Talk Chamber (the Whole Chamber)
- Tell THEIR Story
- Network
- Give You Leads and Referrals
- Close a Membership

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Ambassador Call Report Form

Business Name
Rep Name
Address
Phone

Email
Website

1. Hi, _____, this is _____, and I am calling on behalf of the XXXXXX Chamber of Commerce. We like to touch base periodically to make sure our information is current for you and that we have you plugged into the areas of the Chamber that are most beneficial to your company. Do you have a couple of minutes to answer a few questions? If yes, proceed. If no, ask when is a good time to call back.

2. (Verify the Chamber information listed above).

3. Have you had the opportunity o attend one of our New Member Orientations?
   - If yes, ask what was the part they benefited from the most.

   - if no, explain how dynamic it is, it's volunteer driven, and offer to make sure they are on the invitation list for the next one.

4. Tell me, when you joined the Chamber, who were you trying to connect with, what is your market?

5. How do you currently reach them? Word of mouth? Advertising? Referrals?

6. (Based on their answers, recommend the area of the Chamber that will connect them with their clients)

7. The Chamber's sole focus is to help the business community grow, and to continue attracting more jobs into the area. Your support helps us make that happen, which builds our schools, paves our roads, builds our parks, and improves the quality of life in our beautiful community. So again, we thank you. If you need anything at all, just give us a call. You can call me or call the Chamber directly at XXX XXX XXXX.

Thank you for serving as the eyes and ears of the Chamber! As an Ambassador you are allowed access and communication with our members in way not available to other members, and we know you make an impact. OVER THE NEXT 2 Weeks, please call the member listed below and email or fax the results of the call to The Chamber. Our goal is to help discover their needs and how we can help them utilize their membership. Make them feel special! They joined to grow their business, and remember, whether they can participate actively or not, they benefit every day from the work we do to bring jobs, sustain business and improve the quality of life of every person in our area.

Feel free to use your own words to make the call as comfortable for you and the member as possible.

Date: _____

Updates entered: _____

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Recognition is Their Reward

At the Chamber:

- Photos and/or names on the wall of the Board Room/Lobby
- Ambassador of the Month posted in the Board Room
- Ambassador of the Year in the Board Room

At Chamber Events:

- Assign to tables, one Ambassador per table
- Ask them to stand to be recognized
- Assign positions at Networking Events; at the door, check-in, greeting new members, prospective members

Website and Social Media:

- List Ambassadors on website (photos?)
- Promote Ambassador of the Month and Ambassador of the Year

Prizes:

- Number one motivator is recognition. Prizes can be optional

Points:

- Do or Don't

Breakout: Share Ideas

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