



CHAMBER DEVELOPMENT SERVICES INC.

April 2007

It's A Matter of Attitude

Good Morning Lord

or

Lord, Good Morning

Start each morning by evaluating your attitude using this simple test and you'd be amazed at how well it predicts how your day will go.

from Carol Dean Schreiner, author of "Wonder Woman Doesn't Live Here Anymore!"

Member Benefit: Prescription Service

When **John Casper, CEO, Oshkosh, WI Chamber of Commerce**(population 65,000 with approximately 1150 members) told me about a program his chamber offered, BidRX, that personally saves him more each month than the minimum investment his small businesses pay, I took notice. Then I checked it for myself, and because of my health insurance co-payment plan it did not save me hundreds of dollars each month, but it does save me alot more than my dues investment. What member wouldn't value that?!

BidRx is a unique service that investigates similar drug products to your current prescription, determines if there are coupons available from pharmaceutical companies, then opens up bidding to comparison shop for lowest available prices. John gets his prescriptions filled locally and the entire membership of the Oshkosh Chamber are eligible for group enrollment. Contact: www.BidRx.com

Simple but Extremely Effective Wording

Sometimes we overlook the obvious - stating things differently (and in the "assumptive positive") is great - such as:

Business After Hours
\$ free to members
\$15 for future members

Not much of difference in wording, but definately gets a different message across:
Future Members vs Non- Members

Quarterly Preferred Business Guide/Membership Directory

To avoid large scale distribution of outdated information such as the annual business directory, Chambers are starting to publish their roster both on their website and in quarterly publications such as their newsletter.

The cost of adding a few pages to their quarterly newsletter is offset by additional advertising sales, especially when the directory is sent to a large mailing list (**Maryland Heights, MO** sends it to the entire 1800 city business list). Members love being promoted every few months.

Retention Reminders

Be sure you get letterhead from the top new member recruiting volunteers. When a new member joins under their sponsorship, a letter of welcome from the Chamber is great, but one from their business peer sponsor is even better! A few months after they join, don't forget to send the new member another letter or event invitation from both the Chamber and their recruiter. The personal touch goes a long way in building a positive, long term membership relationship.

What a Pair!!!!

Nevermind the crazy one on the left, the star of one of the best networking events I have ever attended is **Eldonna (Gossett) Shaw of Spokane Valley, WA**. After 14 years in the Chamber world, she has hit on a breakfast format that really works! More on it next month!



The Plan - The Tools - The Training

What makes us different? We provide your chamber the plan, the tools, and the training to achieve durable gains in membership. Other companies organize flashy membership drives. We train your volunteers and your staff on key ways to raise community awareness about the benefits of chamber membership. We provide written materials; we conduct educational workshops; and we guide your organization through a membership campaign that employs the skills we teach. We also offer a customized analysis of your chamber's membership base; detailed instructions on how to mentor and retain new members; and a full year of free consultation to help you succeed. That's more than membership. That's real growth and retention. Give me a call and let's talk about your Chamber's growth and retention!

More than membership. Real growth and retention.

Contact us today!

Write: joan@chamberdevelopment.com
Call: (800) 584-0321
Visit: <http://www.chamberdevelopment.com>

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