



CHAMBER DEVELOPMENT SERVICES INC.

April 2008

3 + 3 = 2

3 Beliefs + 3 Components = 2 (Membership Recruitment & Retention)

The 3+3=2 concept is an attention-getting slogan to garner the attention and understanding when training new Chamber sales staff and/or volunteers, because it helps them focus.

Beliefs about the Chamber:

1. The Chamber provides a vital service to the community (membership=smart investment in the community).
2. The Chamber provides benefits that allow members to be more successful (membership=smart investment in "my" business).
3. Since the return on investment is there, the reason not everyone is a member, is they just don't know what IT is!

Components of effective Membership Development:

1. A plan whose elements are:
 - o goals & objectives
 - o target your audience
 - o positioning
 - o timetable
 - o who is responsible
2. Tools with simple short explanations of both tangible and intangible member benefits
3. Training on all of the above so that both the "seller" and the "buyer" understand the Chamber (product) better, will participate more (use it) and stay (retention).

from **"Growing Your Business Through Chamber Membership"** a workshop to kickoff **Chamber-Community Awareness Week** by Joan Testa, Chamber Development Services, Inc., 817.247.9677.

So...What Does Your Chamber Do?

If the circus is coming to town and you paint a sign saying "Circus Coming to the Fairground Saturday", that's advertising.

If you put the sign on the back of an elephant and walk him into town, that's promotion.

If the elephant walks through the mayor's flower bed, that's publicity.

If you get the mayor to laugh about it, that's public relations.

And if you planned the elephant's walk, that's marketing.

So what does your Chamber do?

Commissioned Membership Sales: Lose the Fear of Paying

by Patrick
McGaughey



"PAY PEANUTS, GET MONKEYS."

HOW CAN YOU AFFORD TO PAY BIG COMMISSION CHECKS?

You can't. Unless of course a membership salesperson has brought the money in with another new member. We must remember that this is money we never had until we hired a membership salesperson. We should not care if 50% of the first year's dues goes to membership salesperson.

50% of something is a lot better than 100% of nothing. If you want to receive a long-term return on a membership, it is well worth it to give up 50% of the first year's dues so you have a chance at 100% of that income in the long run.

After a member is used to belonging to the organization after three years, 100% of their annual dues will belong to the budget. The old line holds true, you've got to spend money to make money, only with commissioned sales, the investment is in the salesperson.

A strong commission structure pays the salesperson a lot at first and the organization a lot more in the end.

*This article was written by Pat McGaughey, the Chamber Mentor (chamberment.or.com), as one of his weekly email bulletins. I believe he makes some valid points and I present it here to remind you that staff salespeople **and** membership campaigns are both vital to your organization.*

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 or cell (817) 247-9677
Visit: <http://www.chamberdevelopment.com>

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