



## CHAMBER DEVELOPMENT SERVICES INC.

August 2006

### "Hook 'Em Early"



Pardon to my fellow Texans for the theft of the University of Texas "Hook 'Em Horns" slogan, but since they are national winners, I couldn't stop myself from plagiarizing. In the Chamber world, "Hook 'Em Early" is the idea of getting new members involved (or at least starting to use their Chamber membership) as soon as they join.

Whether recruited by a staff member or a volunteer, the new member needs to be provided with a full summary of member benefits and invitations to upcoming events. Many Chambers conduct new member receptions or orientations (were they dis- oriented before?).

Some methods I have observed that have increased attendance at this event: a business peer of the new member is their "escort" to insure attendance and increase their comfort level; new members are guaranteed excellent marketing exposure by a well publicized event agenda that includes their ability to give a 30-second summary of their business and/or trade show tables to distribute their promotional items etc; the new member reception is held at a sought after location with complimentary refreshments with "who's who" in the community in attendance for introductions and networking

### More More More More Reasons to Join

Many Chambers have excellent marketing pieces and one of my favorites is an 8 panel simple but high impact brochure from Stillwater, OK. Each 3 1/2" by 8 1/2" panel boldly states the reasons to join: More Exposure, More Business, More Connections and More Information. One line examples of the "mores" are eye-catching and informative. A membership application is also included in this ready to mail piece.

To see this brochure yourself, go to the Stillwater website: [www.stillwaterchamber.org](http://www.stillwaterchamber.org) and you'll find it in Members/Membership, Join the Chamber, membership brochure.

## Quote of the Month: Paid Your Dues?



Forget the upsets you have had.  
Forget the gray streaks in your hair and envy not the millionaire.  
Pass up the coffee if it's cold.  
Refuse the knock and never scold.  
Forget whatever else you choose,  
But Don't Forget to Pay Your Dues!

(from the Motivator Newsletter, via W.C.C.E. newsletter)

## Galveston TCCE Conference

Thanks for the warm reception CDS' Community Awareness Membership Recruitment and Retention Program and I received at the recent Texas Chamber of Commerce Executives conference.

Beth Journeay (Angleton) and Mike Coston (Kilgore) were right: Texas Chambers do want more options for membership development and the CDS program works!

We offer a proven program that includes strategic membership development; workshops for key volunteers, chamber staff and your community; a full year of support to promote retention; and much more.

If you want to get serious about growing your chamber's revenues, influence and strength, remember:

**1. We Give You The Plan**

**2. We Give You The Tools**

**3. We Give You The Training**

**4. We Give You Real Growth**

and we want to work with you.

## An Unexpected Honor: ACCE Conference Speaker



I am flattered that ACCE has just invited me to be a speaker and session facilitator at the upcoming national conference in Cleveland.

***"The Membership Drive and Beyond"***

"Many forms of membership sales involve a volunteer team, whether as part of a traditional drive, up through a more advanced approach, such as as a total resource campaign. This session focuses on managing your volunteer sales team, and what it tajkes to properly motivate and oversee them during the months they are out representing your chamber and selling membership in your organization. Issues such as recognition, structuring uour member referral program, compensation, and other quality assurance all come into play."

So mark your calendar to attend Saturday August 19, 2006 from 2:00 p.m. - 3:15 p.m.

**More than membership. Real growth and retention.**

**Contact us today!**

Write: [joan@chamberdevelopment.com](mailto:joan@chamberdevelopment.com)

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