



## CHAMBER DEVELOPMENT SERVICES INC.

January 2007

### Ask and You Shall Receive..... and not just a membership drive!



Because so many of you have expressed total frustration with the task of getting anything done (or even more of a challenge) getting anyone excited about becoming involved in membership efforts (sales and service). After 21 years of chamber membership experience, I am here to help and remember this quote from "Life's Little Instruction Book II": "**Do your homework and know your facts, but remember, it's passion that persuades.**"

After working with more than 620 Chambers of Commerce nationwide, I am thoroughly convinced that Chambers don't lack passion - they just do a miserable job of marketing themselves and blowing their own horn. **Most businesses do not belong to your chamber for one big reason. They don't understand why they should! Don't compound this problem by doing the typical membership drive!**

A drive should be the climax of a **total membership development program** where staff, volunteers and the business community as a whole, come to realize (are trained in) what the Chamber is and how to benefit from investing in their business voice: their Chamber!

So how does a Chamber attain this? Call us and we'll talk about it! We don't claim to have all the answers and honestly, not every Chamber needs assistance - but if your organization is seeking a comprehensive membership development and retention program, then **we can help** you with the tools (we evaluate and revise/create marketing materials) and the training (customized training of staff and volunteers including "How to Grow Your Business Through Chamber Membership Workshop"). **Ask and you shall receive!**

### Trusted to Tell the Truth

Just 12 of 22 professions (examples below) are judged to be truthful by 60 percent or more of U.S. adults, according to a recent Harris Poll. Whom do we trust?

#### Trusted to Tell the Truth

Profession - % yes . no % . % other

Doctors 85% - 12% - 3% . Teachers 83% - 15% - 2%  
Scientists 77% - 19 - 4% . Police Officers 76% - 21% - 3%  
Professors 75% - 19% - 6% . Clergymen 74% - 22% - 4% . Military Officers 72% - 26% - 3%

Judges 70% - 24% - 5% . Accountants 68% - 28% - 3%  
Ordinary Man/Woman 66% - 26% - 8% . Civil Servants 62% - 32% - 6%  
Bankers 62% - 35% - 3% . The President 48% - 47% - 5%  
Athletes 43% - 47% - 10% . Journalists 39% - 58% - 3%  
Stockbrokers 29% - 63% - 8% . Lawyers 27% - 68% - 5%  
Chamber of Commerce CEO ? ? ?

## Interesting Tidbit

The average Chamber derives about 50% of its revenues from non-dues income. About 1/3 of that comes from events.

## Annual Banquet with a Perk

**Stillwater, OK** one of my favorite chambers and led by Chamber veteran John Fowler, added a special touch to their annual banquet last year. The event was enhanced by pre-dinner activity that included 11 wine and flavored liqueurs tasting stations.

A member liquor store arranged for several wine and liquor distributors to provide the sampling tables for banquet attendees. It was a hit!

## Featured Member Benefit: Discounted Electric Service

Fox Smolen & Associates ([www.foxsmolen.com](http://www.foxsmolen.com)) have partnered with many Texas Chambers in offering a wonderful member benefit program proven to save members an average of 10% to 20% on their commercial electricity bills. The outside facilitator provides a no-cost evaluation of the members' utility usage and charges, then provides a substantial savings because of the large group of diverse business that provides buying power. It offers the best pricing and best contract terms available. Many members have saved more in their electric service payments than the total cost of their Chamber membership! The Chamber also earns a royalty payment - so this is a definite Win - Win !

## When Pigs Fly? Nope...When There's Snow & Sled Rides in Texas....



Only Mike Coston and Sharon Breedlove from the **Kilgore, TX** Chamber of Commerce can bring a snow hill ride to Texas! It was a hoot!

## 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!**

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Visit: <http://www.chamberdevelopment.com>

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