



## CHAMBER DEVELOPMENT SERVICES INC.

June 2006

### Re-evaluate your benefits



When was the last time you took a good look at some of your benefits with an eye for "sleepers" ....a program or service that you can polish, rename or spruce up? Many Chambers have programs that have been around so long that they have become stale and the leadership has underestimated their value. Try renaming the program/service, spiff up the marketing of it and be sure to show the commercial dollar value vs your member's cost to access it. Remember to look at projects or services that have broad appeal and capture the imagination of your members and prospects. Get

out and tell your story, take credit for providing the benefit: neither members nor prospects will appreciate something they don't know you are doing!

### Visitor Promotion

Would you like to generate much exposure for the Chamber, your website, your community and your members? For just a few pennies per visitor, partner with your local hotels to custom print the back of their room keys with a message similar to this:

Welcome to Ourtown  
Enjoy Your Stay  
Complimentary Visitor Guides in the lobby  
Visit our website at [www.ourtown.com](http://www.ourtown.com)  
Ourtown Chamber of Commerce  
1 Main St., Ourtown, USA 12345 (123) 555-1212

### Quote of the Month



Voice mail response to membership campaign volunteer recruiter Philip Goodwin of the Stillwater, OK Chamber of Commerce who had called Klein's Catering about joining the Chamber:

"I'm on vacation in Cabo San Lucas so is it ok for me to join long distance using a credit card? Here's the number....."

### Recruitment Idea of the Month

**Newsletter Column: CHAMBER STATS**

Alamogordo, NM runs a column in their monthly newsletter showing activity. There's

no better sales tool and answer to "what's the Chamber doing" then the facts! Their November column read:

During the month of November the Chamber staff:  
Answered 886 phone calls  
Mailed out 80 relocation packets.  
Mailed out 29 retirement packages.  
Our web site had 8,176 web hits.  
Visitors Center Volunteers gave 280 hours of their time. And our Visitors Center staff greeted 922 visitors in the Visitors Center.  
(Guess this Chamber group doesn't have their feet propped on their desk eating bonbons...do any?)

### African Safari Laugh #1



OK....I said I would let you know how my African adventure went.

Isn't a picture worth a thousand words???????

Yes, that is an ostrich I am riding and yes, they run fast and have a brutal kick and claw. Was it fun? I don't remember: I was too busy screaming!

### African Safari - Even Bigger Laugh



No wise cracks about which one of us has the bigger nose!

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

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