Subject: Idea Exchange

CHAMBER DEVELOPMENT SERVICES INC.

October 2006

So You Think You Know How To Do A Membership Campaign?????

...

I've done 623 membership drive campaigns over the last 21 years+.

Ask me how !

...

Win Win: Collect Membership Investment & Update Directory

Why not accomplish two tasks in one (assuming all of your renewals come due at the same time and your directory is timed accordingly): do your normal billing 30 days prior to renewal, a notice on their renewal date and then add an element to your 30 day "late" reminder. A large display article in your newsletter (with eyecatching graphics) can help collect revenues and update records. The framed article says:

Attention: The 2007 Business Directory is being prepared for printing. Please verify that the information below is correct. If you have any changes, please call the Chamber immediately.
If there is noting listed below, we have not received your membership investment renewal and this will be your last newsletter.
Hard copy of member's directory listing is taped here or left blank if dues unpaid.

You might even want to hand highlight the sentence about "if nothing is listed below..." to bring even more attention to it. This should help you collect more dues investments as well as correct listings for everyone.

Chamber Board of Directors Sings Christmas Carol

Connie Elies, Alvin-Manvel, TX Chamber inspired (coerced?) board members to sing her localized version of ?Winter Wonderland? at the Chamber Christmas party. Great for you to plagiarize!

Retail Wonderland

Registers ring, are you listening,
In the tray, coins are glistening.
A beautiful sight,
We?re happy tonight,
shopping in a retail wonderland.

Gone away is the summer,
In Alvin you can buy a hummer.
You?ll sing a new song,
as you purchase along,
shopping in a retail wonderland.

In the meadow we can find a farmer,
Froberg?s fruits are fresh the whole year round.
He?ll say: Are you local? We?ll say: Yes man,
We?ve been buying gifts all over town.

Later on, we can travel,
Take the road into Manvel.
We can buy a new chair,
Or maybe a pair,
shopping in a retail Wonderland.

In the meadow visit Almost Heaven,
It?s the greatest camp for miles around.
We?ll have lots of fun with Mayor Martin
bringing new developments to town.

See cash flow, ain?t it thrilling.
Credit cards are for billing.
We?ll frolic and play, spend money all day
shopping in a retail wonderland.

We?ll frolic and play, spend money all day
shopping in a retail wonderland.

Retention Idea of the Month: Involvement = Retention

Mark Your Calendars! postcards.
The Chamber of Grand Forks-East Grand Forks, ND distributes hundreds of postcards that go out to board members, are included in member visit packets and are placed in monthly billing statements. A typical card (having many more graphics and eye-appeal than I can show here):

MARK YOUR CALENDAR!

Mar. 9 Athena Award Ceremony at Civic Center

Mar. 15 Brown Bag Seminar at The Chamber "Risk Management for Small Businesses"

March 16 New Member Reception @ The Chamber

March 23 Business After Hours @ Alerus Financial 401 DeMers Ave.

Many more dates are listed and the bottom of the card has "For more information contact The Chamber at 772-2721".

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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Call: (800) 584-0321
Visit: http://www.chamberdevelopment.com

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