



## Editor's Corner: Board Members Recruiting New Members

Wouldn't it be great if each board member enthusiastically led the charge in membership recruitment? Unfortunately, this seems to be pretty much a pipe dream.

In my experience, about half the Chambers nationwide require their board members to actively participate in securing new members. This includes in most cases, participation in the membership drives conducted, or serving on the membership committee, or at least calling on the assigned prospects given them. In some cases, board members sign a job description when they accept their post, and a commitment to recruit two or three new members each year is part of it!

How do you get your board members to take an active role? A lot of it depends on the leadership setting the example for others (it doesn't seem a coincidence to me that the strongest Chambers in membership development have board chairs who have been required to be chairs of membership). Also the staff must make it easier for these board members to participate and succeed....let's face it, they did not become community leaders by having lots of spare time and failing at what they do. So remember that when you ask them to get involved in membership: make it timely for them and prepare them for success.

This is why the Community Awareness Programs that Chamber Development Services, Inc. conducts are training based and Board of Directors based..... they work best and with many additional benefits to the organization besides just new members!

### Promote Event Attendees

To assist their members get even more value from their attendance at events, several Chambers are encouraging members to submit their name, address and phone number with their reservation payment to the Chamber a week before the date of an event such as a mixer or luncheon. This information is then printed and distributed at the event's welcome table to enhance networking and provide additional advertising for attendees.

### Unique New Member Sales Incentive

Many chambers offer special incentives to encourage new members to join, such as: join now to be included in the membership directory, Chamber Coupon Book of Values, a discount on an ad in the local newspaper, etc. **Cloverdale, CA** (population 6,200, 250 members, 2 staff) had all of these incentives plus a unique one: "City Manager Listens: 15 minutes of uninterrupted discussion on the topic of your choice." Hurrah for them!

### Our Motto

We spoil our customers so rotten, not only are they ashamed to go anywhere else - no one else wants them!"

### Quotes of the Month

- ❖ We generally change ourselves for one of two reasons: Inspiration or Desperation.
- ❖ The good you do today will be forgotten tomorrow: do good anyway.
- ❖ There are two kinds of companies: those that are competitive and those that are closed.
- ❖ Success = more attitude than aptitude.

### Newsletter Coupon Page

**Brea, CA** (population 35,000 with 850 members) has a great win-win-win: newsletter coupons that are terrific inexpensive ads for those who run coupons; great discounts for all who receive the newsletter who will frequent these members; and respectable income to the Chamber for the ads.

#### Bunches of Lunches

C	<b>Dominic's Pizza</b>	C
O	Buy One Daily Lunch Special & Get One Free!	O
U	1233 E. Central Avenue, (North Hills Center-Puente/Central)	U
P	<small>Not valid with any other discounts or promotions - One Coupon per person</small>	P
O	<small>BREA CHAMBER OF COMMERCE - SPECIAL COMMUNIQUE OFFER - GOOD THROUGH FEB 1999</small>	O
N		N
S		S

#### Brea Meats

C	Buy One Sandwich and get 24 oz. Drink Free or	C
O	\$2.00 off Friday Night Bar-B-Que	O
U	270 N. Orange (714) 529-7330	U
P	<small>Not Valid with any other discount or promotion - One Coupon per person</small>	P
O	<small>BREA CHAMBER OF COMMERCE-SPECIAL COMMUNIQUE OFFER-GOOD THROUGH FEB 1999</small>	O
N		N
S		S

#### El Pollo Loco

C	Buy One 2 - Piece Combo and Get One Free!	C
O	2500 E. Imperial Hwy. (Imperial Center East)	O
U	<small>(714) 256-2704</small>	U
P	<small>Not valid with any other discount or promotion</small>	P
O	<small>BREA CHAMBER OF COMMERCE-SPECIAL COMMUNIQUE OFFER-GOOD THROUGH FEB 1999</small>	O
N		N
S		S

#### Shehnai Cuisine of India

C	Free Soft Drink with \$5.95 Lunch Buffet	C
O	705 E. Birch Street, Unit P	O
U	Brea Marketplace	U
P	(714) 990-8989	P
O	<small>Not Valid with any other discount or promotion</small>	O
N	<small>BREA CHAMBER OF COMMERCE-SPECIAL COMMUNIQUE-GOOD THROUGH FEB 1999</small>	N
S		S

## You Can Make a Difference

In Maine, they tell of an old man walking along the beach with his grandson, who picked up each starfish they passed and threw it back into the sea. "If I left them up here," the boy said, "they would dry up and die. I'm saving their lives."

"But", protested the old man, "the beach goes on for miles and there are millions of starfish. What you are doing won't make any difference."

The boy looked at the starfish in his hand, gently threw it into the ocean, and answered: "it makes a difference to this one."

from former President George Bush

## Quotes of the Month

Gems from David Aaker, A.C.E., CEO, Palm Springs, CA

"Not renewing your Chamber membership to save money, is like stopping your watch to save time".

"Did you know that our communication is understood and received...."

7% by our words

38% by the tone of our voice

55% by our non-verbal signals.?"

"People will forget what you said. People will forget what you did. BUT People will never forget how you made them feel."

"You can build the biggest, brightest bell, but if no one hear the ring, MOVE the bell!"

and my favorite (on the CDS brochure, too):

"If you keep doing what you've always done, you'll always get what you've always gotten. In order to get something different, change what you're doing."

## Chamber Candy Bar with Great Wrapper

### FORWARD JANESVILLE

# POWER BAR

NET WT.  
700 Members  
400 Volunteers

*Experience the Power of Community*



#### Nutrition Facts

Experience demonstrates that Forward Janesville membership is certifiably good for your business.  
Daily Values (DV)

#### Amount/Service      % DV

Credibility.....	100%
Networking Opportunities.....	100%
Representation.....	100%
Visibility.....	100%
Community Improvement.....	100%

INGREDIENTS: Volunteers, Leadership, Ideas, Commitment, Innovation, Staff, Financial Resources, Fun

Questions or comments about Forward Janesville Inc.?  
Call 608-757-3160 or visit [ForwardJanesville.com](http://ForwardJanesville.com)

Mission: FJI leads private sector economic and community development efforts to ensure the continued health and prosperity of business and industry in Janesville.

## Revenue Generator

Covington/Northern Kentucky Chamber of Commerce charges \$15 on renewal invoice for membership listings on their Chamber website. Only 4 of 1800 declined and the Chamber netted more than \$20,000 profit! Many chambers are finding their website to be a tremendous vehicle for revenue generation....stay tuned for more ideas!

## People Power

When you have the right people...doing the right things...at the right time...you'll come out on top...All Right!

Check out our website: [www.chamberdevelopment.com](http://www.chamberdevelopment.com) email: [joan@chamberdevelopment.com](mailto:joan@chamberdevelopment.com)