



10 Ways Your Members Can Maximize Their Membership

Are your chamber members using their membership benefits? Is your monthly retention rate dropping because your members don't understand the value of their membership? Our guide for maximizing chamber membership will provide you with several ideas on how you can encourage your members to be more involved with your chamber.

1. Come Meet the Chamber—Get to know your new members by inviting them to attend a chamber meeting or stop by the chamber office to meet the staff and executive director. During these meetings, you can explain all the benefits of their membership and help them meet other members. Encourage your members to set a goal to meet at least three new contacts before leaving the meeting to ensure they build their network. Getting to know your members personally helps you manage them in a much more effective way.

2. Member-2-Member Discounts—Offer a Member-2-Member Discount Program which lets your members share information about their business and offer special savings to fellow chamber members. Using CC-Assist's Member Promotions page, your members can submit promotions/discounts which can include images, descriptive text, requirements, contact information, and more. The Promotions module in CC-Assist allows you to keep track of and manage ALL promotions. It also includes the ability to provide quantitative feedback to your members detailing how often their promotions are viewed.

3. Share the News—Throughout the week, your chamber should send emails about upcoming chamber events, community events, important reminders, timely business news, and much more. Quickly send emails to your members and reps using one of the many built-in email outputs in CC-Assist such as Event Notices, Verification Forms, the Chamber Newsletter or Inquiry Responses. You can send custom bulk or personalized emails using CC-Assist's automation with

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Continued from page 1...

MS Outlook and Word. Emails can be sent immediately or scheduled for a future time.

4. Join Us—Encourage your members to attend upcoming chamber events by providing one free event admission to an event of their choosing. Your chamber hosts several events throughout the year which include keynote speakers and opportunities for networking and outreach. It is almost guaranteed your members will find at least one event beneficial to their business. Offering a free admission to the event of their choosing will incentivize your members to attend other events hosted by your chamber.

5. Chamber Resources—Inform your members about all the chamber resources available to them. Each chamber has a wealth of resources and knowledge that can be provided to their members, it is important your members know how to access these resources. Whether it's a phone call, email, or stopping by the chamber office to chat, your chamber members should know your chamber is always available to help them with any business challenge they are facing. Be sure to always offer your best idea, connection, or outside resource to help your members in need.

6. Sponsorship/Advertising— Providing your members with low-cost, high-impact advertising/sponsorship opportunities. Your chamber's newsletter, events, and website are great resources for sharing information with hundreds of potential customers. Some ideas of advertising/sponsorship opportunities include website recognition before/after the event, event signage at the event, business category sponsored ads, preferred promotions, or enhanced directory listings. CC-Assist provides several built-in advertising opportunities for no additional cost, and you keep 100% of the revenue you earn.

7. Reach Out and Engage—Follow-up with your members to remind them about

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Continued from page 1...

the benefits included in their membership and educate them on how their membership benefits their business. Your chamber of commerce offers a plethora of community outreach opportunities to help your members engage with potential customers and employees as well as gain visibility. It is important to remind your members about these upcoming opportunities, so your members are more likely to participate and engage with the chamber and other members.

8. Share the Wealth—Incentivize your members to share how their membership with the chamber has improved their business by implementing a referral program. Word-of-mouth referrals are one of the most powerful tools that can help your chamber bring in new members as well as retain your current members. One positive comment about how successful a member's business has become after joining the chamber can bring in more members. When a member refers another business to the chamber, you may provide a discounted membership fee or free event ticket.

9. Ask the Expert—Invite your members to share their expertise and answer questions on topics that are relevant to other businesses. Experts can share information through a news article submitted to your website or chamber newsletter, an educational video, or by hosting a professional seminar for your members to attend. Your experts will expand their network of potential customers, and your members gain professional advice to help make their business more successful.

10. Social Media—Include your member's social media links in their online directory listing to help boost their pages likes, follows, and posts shared across the internet. Social media is the king of the hill in terms of information sharing, customer interaction, and marketing for both your chamber and its members. CC-Assist's Online Directory allows each of your members to include up to

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Continued from page 1...

4 online links to their social media pages. Be sure to remind your members to like and follow your chamber's social media pages to stay informed on the latest information. And don't forget to return the favor!

With these ideas, your members will be encouraged to maximize the membership for years to come! Contact us at Chamber Data Systems, to learn more about how you can implement some of these ideas into CC-Assist.

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