

# MEMBER SUCCESS GUIDE

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15 KEYS TO GETTING THE MOST OUT OF YOUR MEMBERSHIP



**CENTRALPA**  
CHAMBER OF COMMERCE  
*Our Business Is Your Business*

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## MEET YOUR CHAMBER

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## WELCOME & INTRODUCTION

Whether you are brand new to the Central PA Chamber of Commerce or have been a dedicated member for many years, we are honored to have you as a part of our organization. *Our Business Is Your Business.*

Our staff is here to support and promote your business each and every day. Members, however, must take an active role in their Chamber.

That is why we created the Membership Success Guide: 15 Keys to Getting the Most Out of Your Membership. Both longtime members and new members will find the checklist a great way to keep track and not miss a valuable key.

Our Members Talk About the Difference... It's Your **Turn**.

## MEMBER CHECKLIST

We've created this checklist so you can easily keep track of the benefits you have taken advantage of, and which benefits you may be forgetting!

- 1. *Check Your Member Listing online.*
- 2. *Make sure that the Chamber has Your business's most recent brochure and/or business cards.*
- 3. *Complete the Green Business Recognition, School Counts! Business and Member Spotlight forms.*
- 4. *Register for a Breakfast Briefing.*
- 5. *Embed the Central PA Chamber E-Plaque on Your Web site.*
- 6. *Visit Your Chamber.*
- 7. *Schedule a 1-on-1 with a Member of the Chamber's Staff.*
- 8. *Send us a newsworthy article for the Newsletter.*
- 9. *Create and Print a Newsletter Insert.*
- 10. *Create Your Member-to-Member Discount.*
- 11. *Attend, Host or Sponsor an Event.*
- 12. *Try a Committee.*
- 13. *Refer a friend to Your Chamber.*
- 14. *Create a testimonial for Your Chamber.*
- 15. *Refer business to someone else! Other businesses will be more likely to send you referrals if you are doing the same.*

## SUGGESTED MEMBER TIMELINE

So, where should you begin as a new member, or a newly engaged member?

### **First Month**

1. **Check Your Member Listing online** to ensure that it is accurate and up-to-date. The Chamber will send you an email when Your listing has been added to the Web site.
2. **Make sure that the Chamber has Your business's most recent brochure and/or business cards** so the staff can provide referrals for you and also include your information in relocation packets.
3. **Complete the Green Business Recognition, School Counts! Business and Member Spotlight forms.** The more the Chamber knows about Your business and what makes you unique the more we can help grow Your business.
4. **Register for a Breakfast Briefing.** Chamber offers a morning networking breakfast for Chamber members and prospective members. Hear the latest news about activities, events, benefits and other members. Attendees are encouraged to give a 28-second commercial about their company and share marketing materials.
5. **Embed the Central PA Chamber E-Plaque on Your Web site.** Contact us for more details.

### **Within the First 3 Months**

6. **Visit Your Chamber.** Schedule a 1-on-1 personal tour with Tea Jay or view the facility online.
7. **Schedule a 1-on-1 with a Member of the Chamber's Staff:**

<i>Bruce</i>	Grow or Assist Business
<i>Tea Jay</i>	Board Room Usage, Membership, Benefits & Sponsorships, Invoices
<i>Jeff</i>	Newsletter Articles, Marketing, Business & Education Association

- 8. **Send us a newsworthy article for the Newsletter.** This could include a new product or service, a new location, expansion project, new hire, a promotion, you received certification, etc.
- 9. **Create and Print a Newsletter Insert.** This can be a full color or black and white insert 8 1/2 x 11 inches single or double sided. It is a great way to reach all of the Chamber's members in one mailing at no additional cost besides your printing cost! Call the Chamber for availability and deadlines.
- 10. **Create Your Member-to-Member Discount.** Offering exclusive discounts to fellow members gives you additional exposure for Your business and helps build connections between members.

### **Within the First Year**

- 11. **Attend, Host or Sponsor an Event.** We offer a variety of Networking Events & Sponsorship opportunities:
  - Annual Meeting & Awards Ceremony
  - Breakfast Briefing
  - Business & Education Association Golf Tournament
  - Grand Opening
  - Ground Breaking
  - Ribbon Cutting
  - And Many More!
- 12. **Try a Committee.**
  - Budget & Finance (*Bruce or Tea Jay*)
  - Business & Education (*Jeff*)
  - Events & Membership (*Bruce*)
  - Public Relations (*Jeff*)
- 13. **Refer a friend to Your Chamber.**
- 14. **Create a testimonial for Your Chamber.**
- 15. **Refer business to a fellow Chamber Member!** Other businesses will be more likely to send you referrals if you are doing the same.



Left to Right: Bruce, Tea Jay and Jeff

### ***Helping OUR Region Grow.***

We hope that this short guide **helps You** get the most out of **Your** investment in Chamber membership with the **Central PA Chamber of Commerce**.

This resource was created to walk a new member through the doors our 15 keys to success open, but it is also a great tool for longtime members to share with new hires or to use as a refresher for themselves. It allows everyone to get the most out of their membership and check out newly added or updated programs and services.

New and longtime members will find that our more than 110 years of experience means we know what works, how to get your message out there, and how we all connect together to be more successful and in turn make our rural region successful.

Whether it's your first time joining a Chamber or your first experience with The Central PA Chamber, you will find out why Our Members talk about the difference and what it means for Your business.

Bruce

Tea Jay

Jeff