MEMBERSHIP DEVELOPMENT

SUSIE P. MARKS, CCE
SR. VICE PRESIDENT - PROGRAMS
AR STATE CHAMBER OF COMMERCE

WHAT IS YOUR CHAMBER OF COMMERCE?
THREE AREAS OF EMPHASIS FOR CHAMBERS

1. ECONOMIC DEVELOPMENT
2. GOVERNMENTAL AFFAIRS
3. NETWORKING

WHO CAN BECOME A MEMBER OF YOUR CHAMBER?
HOW DO YOU RECRUIT NEW MEMBERS?

WHAT ARE SOME OF YOUR MEMBERSHIP BENEFITS?

HOW DO YOU COMMUNICATE WITH YOUR MEMBERS?
HOW DO YOU ENGAGE NEW MEMBERS?

WHY DO SMALL BUSINESSES JOIN CHAMBERS?

WHY DO BIG BUSINESSES JOIN CHAMBERS?
DO YOU KNOW YOUR MEMBERS?

MEMBERSHIP DEVELOPMENT STRATEGIES

1. Establish board-level membership development committee
2. Establish written membership recruitment and retention work plan.

3. Learn why companies join chambers.

4. Develop targeted and compelling messages and outreach materials.
MEMBERSHIP DEVELOPMENT

KEY OBJECTIVES

Define your membership community

Build your membership base
Manage active membership

Communicate with your members

The Membership Development Strategy sets the target for membership growth, membership engagement & membership development
QUESTIONS?