



235 West Chisholm Street · Alpena, MI 49707 · Phone: (989) 354-4181 · Fax: (989) 356-3999

Dear Chamber Member,

We are pleased to announce a new program for our members that will help increase member benefits, reduce membership investment amounts for those who choose to participate, and improve effectiveness of the Alpena Area Chamber of Commerce.

Our new Member Referral Program can not only significantly reduce your membership investment amount, but it is also designed to strengthen our new members' relationships with current members, create greater awareness of chamber benefits, and ensure the longevity, successfulness, growth and effectiveness of the Alpena Area Chamber of Commerce. We believe we have earned our member's trust and respect in doing what is right for our members and we have demonstrated our responsibility to our members with their membership investments. We have a strong plan of action and vision for the future that we have continuously shared with our members and believe this program will help us achieve the goals in those plans.

Please take a moment to review the attached information regarding this program. Information about the many benefits of the chamber is also included. If you have any questions about the program, or would like more information on the benefits of membership and how you can help promote membership, please contact the Chamber of Commerce.

Sincerely,

A handwritten signature in black ink that reads "Jaclynn A. Krawczak". The signature is written in a cursive, flowing style.

Jaclynn A. Krawczak
Executive Director



Member Referral Program

Introduction

The Alpena Area Chamber of Commerce accomplishes much each year. With each additional member that joins, the Chamber is able to bring more benefits to all members, increase effectiveness, and become a stronger voice for all businesses in Northeast Michigan. In order to assist the Chamber in increasing memberships to achieve these greater goals, the Chamber has developed a Member Referral Program. This program is designed to reduce membership investment rates for current members who choose to participate and increase Chamber membership numbers which in turn increases the Chamber's level of effectiveness.

The Chamber Member Referral Program will benefit current members by:

- Reducing membership rates for those who choose to participate
- Increasing understanding of the many benefits of a chamber of commerce
- Strengthening the relationship the chamber has with its members
- Creating a stronger voice on behalf of the business community
- Strengthening the relationship between members
- Helping to guarantee the continued success of the chamber

Rules of the Program

- Current chamber members, or any employees of current members, can assist in recruiting efforts for the Chamber of Commerce
- For each new member the current member signs up, the current member will receive \$50 off of their next membership investment invoice
- Current members may receive UP TO their entire amount of membership investment off of their dues amount but will NOT receive money if they go over that amount (example – if their dues are \$330/year and they recruit seven new members, they will pay \$0 for their next dues invoice and will NOT receive a check for the additional \$20)
- Credit must be given by the NEW member to the current member who recruited them
- A Referral Credit Slip (included below) MUST accompany the new member application
- One FULL YEAR of dues MUST be paid prior to the current member receiving credit for the new member
- The Chamber will provide potential member materials to all interested parties and will also conduct a briefing of the materials for those interested
- Current members who successfully recruit other businesses will be recognized throughout the year via various publications
- Those who wish to participate MUST fill out a participant application form for the Chamber to have on file PRIOR to the first Referral Credit Slip turned in by a new member

Our ability to serve all of our members increases greatly with each new member.



Member Referral Program

How Credit Will be Applied

This program is intended to be an on-going program. When the Chamber receives a New Member Referral Credit Slip along with a fully paid new membership, the individual who referred the new business will receive notification in the mail or via e-email regarding the new referral. The slip will then be filed and applied, along with any other slips, to the next membership investment billing that goes out. Members may inquire at any time about the number of referrals in their file. Members participating in this program will also receive periodic recognition in various chamber publications such as the monthly newsletter and weekly E-Notes, unless they instruct the chamber they wish to refrain from receiving recognition.

Additional Comments/Recruiting Tips and Hints

- The most successful individuals will be those who already have a solid grasp on the benefit of the chamber or those who choose to have a briefing on the information prior to approaching a potential recruit
- Everyone makes contacts every day with potential chamber members, sometimes a quick “Do you belong to the Alpena Chamber of Commerce?” is a good way to start the conversation
- Pay attention to the organization’s window or door to spot a current membership decal; thank those who do have a current one and recruit those who don’t!
- Remind potential members how important it is that we have a strong chamber and the chamber is only as effective as its membership will allow
- Remind potential members they already receive benefits from the chamber because of their lobbying and community promotion efforts
- Current members are often better at recruiting than chamber staff because they already voluntarily invest in the chamber every year while staff can be viewed as “just doing their job”
- The Chamber website www.alpenachamber.com includes lots of helpful information on the benefits of joining the Chamber, a membership application, as well as a listing of all current members

Why a Member Recruiting Program and not...

A membership drive: A membership drive is a big event that requires lots of intense volunteering for a short period of time. The pressure from the volunteers on a business usually stems from wanting to win the grand prize in the race to meet recruiting goals and not true belief in the value of chamber membership. This also lends itself to a high attrition rate.

Hiring a membership recruiter: Chamber staff time and chamber resources are currently saturated, making it difficult to hire someone. The people who know the chamber best are the current members, current staff and past and present volunteers. A new hire would take months to fully understand and grasp the scope of chamber benefits.

Continue doing what we are doing: This is only acceptable if the members, staff, board, ambassadors and community are satisfied with where the chamber currently is. To the chamber director and the ad

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Member Referral Program

hoc membership committee this is not acceptable because the chamber can still grow and improve. The chamber staff has proven to the members and community they are capable of improving, therefore the only thing missing is an increased membership base to support growth.

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Member Referral Program

Member Referral Program Credit Slip

The following information must be filled out completely and accurately and must accompany the membership application of the organization joining the Alpena Area Chamber of Commerce in order for the current member to get credit for the referral. Please see all rules of the program for more information and requirements.

Name of referred organization: _____

Name of individual to get credit for referral: _____

Organization individual listed above represents: _____

Phone number of individual making referral: _____

Email of individual making referral: _____

By signing below, I agree that the above stated individual did refer my organization to the Alpena Area Chamber of Commerce. The above information is accurate to the best of my knowledge.

Signature,
Representative from referred organization

printed name



Member Referral Program

Helpful Recruiting Tools and Information

Schapiro Group Study

The Schapiro Group and Market Street Productions released the results of a 2007 study that demonstrated the value of chamber membership from a different perspective – the perspective of the consumers. They surveyed 2,000 adults and here are some of the results:

- Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective for communicating to consumers that a company uses good business practices and 26% more effective for communicating that a business is reputable.
- If a company shows that it is highly involved in its local chamber, consumers are 12% more likely to think that its products stack up better against its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber, it is because he or she infers that the company is trustworthy, involved in the community and is an industry leader
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 43% more likely to eat at the franchise in the next few months
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43% more likely to consider buying insurance from it
- When consumers know that a small business is a member of the chamber of commerce they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future



Member Referral Program

Brief Overview: Why Become a Member?

Chamber Members Get to Be a Part of the Big Picture

- The Chamber is instrumental in initiatives to attract future customers to this area
- The Chamber lobbies on behalf of area businesses with local and state governments
- The Chamber is a front runner in marketing the greater Alpena community
- Chamber membership shows your support for business in Alpena

Advertising Included in Your Membership

- Receive a listing on the Chamber web site with exposure to thousands of visitors a month
- Utilize space in the Chamber lobby for brochures and/or business cards – exposure to hundreds of walk-ins each year
- Business referrals -- the Chamber only refers Chamber members
- Assistance with grand openings, ribbon cuttings, ground breakings
- Chamber member window sticker – a sign of good business

Additional Unique, Low Cost Advertising Opportunities

- Insert an individualized business flier into the Chamber's monthly newsletter
- Purchase priority placement on the Chamber website
- Access to the Chamber membership list and printed mailing labels
- Featured as a sponsor or co-sponsor of a Chamber event

Networking and Educational Opportunities

- Special invitation to all Chamber events
- Chamber sponsored training seminars and training events
- Access to participating in the Chamber's Customer Service Quality Initiative program

Other Business Benefits Include

- Help with individual business development and promotional efforts
- Chamber member to member discounts
- Access to Advantage Pricing with your Blue Cross Blue Shield
- Help in acclimatizing new and potential hires
- Subscription to the Chamber's information intensive, monthly newsletter
- Subscription to the weekly Chamber E- Notes
- Free use of the Chamber conference room (call ahead for scheduling)
- Free notary service to Chamber members
- One time only discounts and gifts for new members

Our ability to serve all of our members increases greatly with each new member.



Member Referral Program

Membership Breakdown: What could be accomplished...

- With just **FIVE** new members we could attend the biggest Business Expo in Michigan and encourage visitors to come to Alpena and businesses to re-locate here or open a second location.
- With **FIFTEEN** new members we could have a 24 hour interactive kiosk at the Community Development Building for visitors and locals to find their way around, see what is going on in town, and browse information about Alpena.
- With **TWENTY – FIVE** new members we could hire a part time lobbyist to create a stronger relationship with our state and federal legislators, representing Northeast Michigan businesses in a more unified manner and with an even stronger voice.
- With **FIFTY** new members we could sponsor a business plan competition, complete with business start-up training for participants and a cash prize large enough to help the winner get his or her business off the ground.
- If we **DOUBLED** our membership, we could achieve all of the previously mentioned activities. We could also hire a full-time government affairs manager to represent all of Northeast Michigan and coordinate efforts with all Northeast Michigan Chambers to promote business interests at a local, state and federal level. This would drastically increase our ability to make the business climate in Northeast Michigan more positive and nurturing for current and prospective businesses.

(Examples are figured using the lowest regular yearly rate per member)

Quotes from Current Members

“I believe it is wise for every business, large or small, to be a member of the Alpena Area Chamber of Commerce. It shows support of our community and they will receive numerous benefits that membership provides.

There is strength in numbers. If we unite, especially in these trying economic times, everyone will benefit from the additional services that can be provided through increased membership.”

Ed Klimczak, President, Model Printing Service, Inc.

“The Chamber is a great organization and we are proud to be members!”

Kim Schultz, Alpena Village

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Member Referral Program

Potential Member Checklist

Check the items on the list below that you agree with to determine how your business could benefit by becoming a member of the Alpena Chamber of Commerce.

I would like to

- be represented at a State and Federal level of Government to promote a better business climate in Northeast Michigan
- receive more referrals for my business
- access discounts on services for my business such as insurance, credit card processing, and other member to member discounts
- gain more exposure for my business
- access more business education and training opportunities for myself or my employees
- receive discounts to various education and training opportunities
- attend quality networking events, creating new opportunities and connections for my business
- support the overall mission of the Chamber and promote “economic development and the advancement of the community’s quality of life”

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Member Referral Program

Company Information

Business Name (as it is to appear in Membership Listing): _____

Main Contact: _____

Title: _____ Main Contact Email: _____

Full Time Employees: _____ Part Time Employees: _____ Total Employees: _____ (A PT Employee = 1/2 full time)

Business Phone: _____ Fax: _____

Address: _____

Mailing Address (if different from above): _____

Website: _____

Category of Business (please see alpenachamber.com for complete listing): _____

Membership Information

If you would like to add other contact information to your membership listing, please list them below.

Name & Title: _____ Email: _____

Name & Title: _____ Email: _____

Name & Title: _____ Email: _____

*If the contact information is different than the information in the first section, please let us know.

If you would like your company to appear in additional directory categories, please supply them below. Please add \$15 to your dues for each additional category. For the full list of categories please visit the membership listing at alpenachamber.com.

Category: _____

Category: _____

Calculate Your Membership Investment

1-3 Employees \$200 _____

4-10 Employees \$275 _____

11-25 Employees \$330 _____

26-40 Employees \$400 _____

41-60 Employees \$475 _____

61-100 \$560 _____

Over 100 Employees - Call for quote

Additional business with same owner as another Chamber Business \$150 _____

Home-Based Business (please call for more information) \$75 plus \$10 per employee over one _____

Non-Profit Organization (annual revenue of up to \$100,000) \$100 _____

Non-Profit Organization (annual revenue of over \$100,000) see general membership

Associate Membership (Individual) \$50 _____

Please add a one time processing charge of \$15 _____ 15.00

Please add extra category listing fee as indicated above (\$15 each/yearly) _____

TOTAL Membership Investment _____

Office Use Only Date Received: _____	Payment Method (circle one): Check Cash Invoice MC/VISA
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