



Membership Outreach Committee

THE CHAMBER OF GREATER EASTHAMPTON

Moe Belliveau
Executive Director



WHO WE ARE

The Greater Easthampton Chamber of Commerce's Membership Outreach Committee is The Chamber's premier group comprised of volunteers specifically organized to aid The Chamber in chamber member retention and recruitment.

WHAT WE DO

- Share our Chamber story with members in an effort to help new and exiting members understand the value of The Chamber.
- Aid the Chamber in welcoming new Chamber members by making contact via phone, email or personal visit. Inviting them to Chamber programming and/or events, greeting and mingling with them at various events.
- Make calls to the existing membership to check in, solicit feedback, and to see how we are doing. This can also happen through an in person visit over coffee for instance.
- Provide New Member feedback to the Chamber.
- Encourage current members as well as new members involvement on committees and attend Chamber functions.
- Aid in the growth of membership by inviting non-member companies to join the Greater Easthampton Chamber and sharing those invitations with the Executive Director.
- Attend Chamber Ribbon Cutting Ceremonies & aid in welcoming new businesses.

WHY WE DO IT

As a Membership Outreach Committee member you play an important role in member retention, membership growth, and assuring a positive experience for all. Primary focus for the Membership Outreach Committee is member retention and member requirement.

DUTIES & ROLE

- **Retention:** Each committee member will be assigned a list of current members. Committee members are to make a call or visit to each member twice per year. The goal of these calls is to give the member an opportunity to give feedback, and to generally connect with them, to let them know that they are important.
- **Recruitment:** Membership Outreach Committee members are the cheerleaders of The Chamber. Share your story as to the value of The Chamber.
- Attend Membership Outreach Co. monthly meetings.
- Welcome guests at Chamber Programs.
- Attend Ribbon Cuttings.
- Encourage current members to engage, and to get involved with a committee, become a committee member themselves.
- Assist members in learning more about The Chamber.
- Refer potential committee members to Chamber Staff.
- Serve as a mentor for new and existing members by example.

BENEFITS

- Contacts, contacts and more contacts – make valuable business contacts!
- Information – The Membership Outreach Co. is kept informed of the latest happenings and goings on both within the Chamber and the local business community.
- Leadership Development – Committee involvement helps you to grow professionally and learn new skills.
- Recognition – Active volunteers are highly recognized within the Chamber, including the Newsletter, Website and at events.
- High visibility as a Chamber primary liaison.
- The Membership Outreach Committee is an introductory to possible further Board involvement.

TOUCH POINT SAMPLES

Thank You Note Sample:

Dear (New Member), Thank you for choosing to invest in The Chamber of Greater Easthampton. As a member of the Membership Outreach Committee, I am here to help you make the most of your chamber partnership. Please feel free to contact me if you have any questions about upcoming events, programs or how The Chamber can support your business. I am excited to help you engage as we build increasing success.

Regards,

Name

The Chamber of Greater Easthampton

Renewing Member Thank You Note Sample:

Dear (Renewing Member), Thank you for your recent Chamber Membership renewal. We so appreciate all you have and continue to do in support of The Chamber. Please don't hesitate to call if I can help you in making the most of your Chamber partnership.

General phone script sample:

Introduction: Identify the reason for the call: "Hello, I am (member of the Membership Outreach Committee). I am reaching out to let you know I am your point of contact for any Chamber related questions you may have." Then engage from there. This is merely a sample, and you may develop your own personalized script.

Call Tips:

- Be Familiar with the dates of upcoming Chamber events/programs
- Remind new members of these events and invite them to attend
- Be a good listener and encourage feedback
- Report any insightful information back to The Chamber

WELCOME

I am so excited to welcome you to our premier group, the Membership Outreach Committee.

As a member of the Membership Outreach Committee, you are entrusted with making sure that all members realize the most value of their partnership with The Chamber.

I look forward to working with you as we continue to raise not only The Chamber to it's fullest potential, but our membership as well!

Welcome to the team,
Moe Belliveau
Executive Director

ACCEPTANCE

As a representative of the Greater Easthampton Chamber of Commerce within the Membership Outreach Committee, I agree to the responsibilities outlined above.

Signature

Date

Your commitment to the Chamber is greatly appreciated!