

Membership Idea Sharing Speed Tract – MAKO 2019

1. Brandon – Shawnee KS Chamber – “Unpack your membership” toolkit, part of the onboarding process for members – physical box, inside has their plaque, window cling and other items with pre-loaded membership info files on a flash drive – could be some non-dues revenue opportunities through sponsorship of items such as the flash drive.
2. Trish – Blue Springs Chamber – chamber 101, sending hand invitations to add that special touch – it is open to all members but only new members get the special invite – Held once a month.
3. Elaine – Ozark AR – connecting with members to promote a business – “stepping out into the world” – not just resume building have something to put on your resume. How to eat when in a professional setting. Asked a business to do a fashion show.
4. Brenda – Tulsa Chamber – New member LEAP – a new member meets with chamber staff – quarterly. Changed it up – free to the member. Learn, engage, accelerate and prosper.
5. Dana -Cape Gerado -Revised retention policy – “Hey, welcome to the Chamber and we would like to get you connected to a member” put them in contact with an ambassador and introduce them around events.
6. Shala Owasso OK– ambassadors volunteer with a list of questions to ask the member – onboarding – Ambassador mentorship program.
7. Shayla – Manhattan – have a membership committee – new member noted on their name tags at an event – then share with Board, etc to go introduce themselves.
8. Liberal Kansas – Pop in visit with Ambassadors – pop corn from local theater – “pop in” to thank them for being a member and visit with them of what they may need.
9. Kelsey – Jeff City – doing head shots, could possibly add to benefits package for new members.
10. Jacksonville AR - Photographer offers free headshots and it is included in the packets – headshot party and offered special packets.
11. Jordan – El Dorado KS – headshot party as women in business and working with a local salon – headshot with 2 different backdrops. “Moxi Mixer” – \$50 for members \$65 nonmembers.
12. Brettan – Tulsa Regional – choose a member of the week – free – go to their business and say you appreciate them and have someone share on social media – categorize members in order to choose.
13. Christine – St Springs Chamber – new members that joined the board – small business initiative, SBI – 3 year program, join as a regular member, can pay monthly – added SBI advisory

board – have a meeting quarterly at a coffee shop – talk about different programs at each meeting. Had 11 members join last year because of this program and already in April have 10 new members. Raise dues incrementally for the 3 years. In business 5 years or less and had 10 or less employees – considered a small business.

14. Mary – Newton KS – Member of the month – draw 6 members. Each month and do a Members on the Move. Contact businesses to talk about new employees they can feature.

15. Karen – Moore – Ribbon Cutting paloosa – each member gets a table tell a little about their business then cut the ribbon.

16. Sabrina – Where am I Wednesday – members competed about the likes on FB – gives them a heads up prior and give them a chance to talk about the business.

17. Candy – Coffeyville – Coffee news and networking – go to a different business – host gets 8 minutes – each participate gets a brag – go to the radio and paper.

18. Shayla – Manhattan – Your chamber first birthday – small gift – post it note with chamber logo.

19. Brandon-KC Chamber – 2 networking events each month – send invites...sneaky email – more personal and more casual – seems to be effective.

20. Lindsay – Lawrence – staff competition to sell memberships – quarterly theme for every member staff gets 3 points – to pick a gift card – 1200 of memberships takes 30% splits between staff members – cash bonus.

21. Tamara – Colby – when a new member signs up – series of automatic emails go out, calendar invites and more – these can all be scheduled – personalized. Touches have helped engagement.