



Greencastle-Antrim Chamber of Commerce
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Chamber Membership Success Strategy

Within 30 days, commit to:

- Become familiar with our website, especially our calendar of events, member benefits, and business directory.
- Get social! Go to the Chamber's Facebook page and like us. Then leave a post telling why you joined the Chamber.
- Like our Facebook page to keep up on events and to network online. Participate in discussions, ask for advice, better yet, provide information that makes you the expert in your field. This is a great place to showcase your business without making a sales pitch.
- Add the Chamber logo to your business website. As a recognized Chamber member, you increase your company's integrity within the business community.
- Send us your business representative's contact information. Most businesses have one or two primary contacts, but including other employees in Chamber communications will increase the value of your membership. Allowing all your employees or co-workers the opportunity to receive Chamber communications will increase awareness of the training and leadership development opportunities offered by the Chamber.
- Attend the next Chamber function and begin to maximize your membership and get involved in the Greencastle-Antrim business community.
- If you are a new business, are expanding your business, or are opening in a new location, contact the Chamber to discuss a ribbon cutting. We love celebrating our members' milestones of success!

Within 60 days, commit to:

- Check the Chamber website member listing for your business information's accuracy, including your category listing in the search field. Contact the Chamber if it needs corrected or changed. Help us represent your business accurately.
- Display your Chamber membership decal prominently. Studies show that people view Chamber membership as a sign of credibility and commitment to excellence.
- Register to come to at least one Chamber networking or development event. The G-ACC regularly hosts breakfasts, mixers and ribbon cuttings. These gatherings offer excellent opportunities to meet other business owners and to collaborate on business strategies.
- Communicate your news to the Chamber. The Chamber newsletter is published monthly and includes member events, promotions, and other business news. In addition, the weekly email, Chamber Connections, highlights upcoming events. Keep the Chamber informed of your news so we can share it with other members.
- Remember a member when fulfilling business or personal needs for goods or services. Check out the Membership Directory category listing to see who's available for you.
- Set S.M.A.R.T. goals you'd like to achieve by becoming a Chamber member. (Specific. Measurable. Attainable. Realistic. Timely.) Are you looking for a specific number of business referrals in the next three months? Are you focused on a set number of new client meetings before the end of the year? Are you looking for a new business partnership that will expand your product base? Decide exactly what goals you'd like to achieve, and then talk with the Chamber staff to see how we can help.

Within 90 days, commit to:

- Reviewing your membership listing on the Chamber on-line directory. Do you have any contact information to add or change? Inform the Chamber so we can update your information.
- Share with the Chamber any Member-2-Member promotions which the Chamber can share for you.
- Review the Chamber event calendar and plan to attend a networking event in the near future.
- Get engaged. Support a fellow Chamber member with a business exchange. Follow up with someone you met at a Chamber function.
- Drop off promotional material to the Chamber.
- Look over your Chamber benefits. Is there an advertising opportunity you would like to know more about? Have you considered the Chamber member OnDemand energy program? Is there something you want to share with our list of Chamber members which the Chamber provides for a small fee through mass communication?
- Consider decorating our two Main Street windows for a month to gain additional exposure for your business.

Within 120 days, commit to:

- Sharing your Chamber experience with someone that would benefit from membership.
- Look into sponsorship opportunities. Possibilities range from breakfast sponsorships at \$150, website sponsorships at \$250, multiple event sponsorships at many donation levels.
- Consider hosting a mixer at your business.
- Communicate to the Chamber special accomplishments, such as awards, new hires, special training or achievements, program offerings or extended hours.
- Volunteer for an event. Planning for the major events happens throughout the year, and new volunteers are always welcome! Perhaps you would like to help create the charm of Heritage Christmas; or some of your staff would enjoy planning and preparing for the Annual Banquet; and Sidewalk Days and the Craft Beer & Wine Festival succeed due to the many people who contribute to the event.
- In a like vein, consider serving on a Chamber organizations such as the Membership Committee, the Building and Maintenance Committee, The Business Education Partnership, or Government Affairs Committee.

Within 180 days, commit to:

- Explore ways you can extend your business through Chamber advertising opportunities or radio spots.
- Submit a member testimonial.
- Review your membership goals. Is your partnership with the Chamber meeting the goals you set for joining? If not, call us!
- Give us some feedback. Complete any surveys we send out. How better can we serve you? We value your opinion and your answers help improve the Chamber.
- Attend more Chamber events. Repetition at events creates an atmosphere of trust among other members. People like to do business with others they know and see often. Also, remember that it is not the size of the event, but the relationship building opportunity that counts. Some small events have enormous value.
- Invite a potential member to join you at a Chamber event.