



Tips for Recruiting New Members

We are encouraging all team members to ask themselves “Which clients, suppliers or friends of mine have not yet discovered the benefits and services this great chamber offers to grow their business?” Tell them about our win-win situation that you know so well. You will be helping them open new doors while you are helping our organization grow.

The following is everything you need to know to successfully recruit your non-member business associates to become members of the Lenexa Chamber of Commerce!

1. Fill in a [Personal Prospecting List](#) and identify which of the companies on your list are not members of the Lenexa Chamber. View our online [Membership Directory](#).
2. Think about each phrase in the following Lenexa Chamber Mission Statement and how each relates to what you or your business has gained from being a member. What can you share with your prospective members?
“The Lenexa Chamber of Commerce exists to give its business members clout in the community, access to key people in government and the community, provide a forum for businesses to affect the business climate, and to play a lead role in insuring strong economic growth and quality of life in Lenexa.”
3. Review the Chamber’s [Four Areas of Focus](#) from our website. Share how you and your company have benefited from each:
 - Providing resources and tools necessary for your business to succeed
 - Adding new customers and tax base to the community to support your bottom line
 - Advocating a positive business climate that promotes economic stability and growth
 - Planning for the future to ensure continued high quality of life
4. Review and share the wealth of information on the [Membership](#) webpage:
 - Survey Results: Consumers are 63% More Likely to Buy from Chamber Members
 - Why a Business Should become a Member
 - Member Testimonials
 - Networking & Involvement Opportunities
 - Sponsorships & Marketing
 - Business Exposure & Referrals

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5. We have learned that businesses join the chamber for different reasons-

- *Some businesses join to take advantage of our first focus* - the resources and tools we provide to help them grow their business. These include all of our networking, advertising, involvement and business exposure opportunities. They want to meet others and be seen. Focus on selling them these benefits. The Members Bulletin Board is very popular with these companies as well, so be sure to tell them about this no-cost exposure!
- *Other employers benefit from the results of our remaining focuses.* They may be a company with a small staff & limited resources, a national company or a company that does not do business locally. They may not have time or believe they need to meet others in the community and be seen at events. BUT, they chose to operate their businesses here in Lenexa, so they are a part of our business community and we believe they should support the critical work we do on their behalf by becoming members. We encourage you to share the following links with them:
[Governmental Affairs](#) [Economic/Community Development](#)

6. Invite your potential new member to a chamber event to “check us out”. They too will see that we are an important organization to belong to and support if they do business in our community. View the [Calendar of Events](#) here.

7. Share the [Chamber Member Testimonials](#) document with them so they can see what other members are saying about the chamber too!

8. Ask your prospects to fill out the [online membership application](#) and call the chamber with their credit card to pay the annual investment. Or they may print, fill out and mail /drop off the printable membership application at the chamber with their payment. The Annual Fair-Share Membership Investment Schedule is accessible from the above link so they can determine the appropriate amount to pay. Chamber staff is available to pick up applications and checks as well.

We hope these tips will help you to be successful in growing our chamber so that we can continue to keep Lenexa a great place for you to do business!

Thank you for your dedication! If you have any questions please contact Sarah Dietz at the chamber: 913-888-1414 or sdietz@lenexa.org.