



## 2016 Membership Drive - Information

- ★ Campaign Dates: Now -November 28, 2016
- ★ Goal: 1 new member each
- ★ A Membership Drive Resource Page has been created on the chamber's website and the link emailed to you. The page includes all of the information that you will need to successfully recruit your new member. It will also contain exciting updates on the progress of the campaign!
- ★ Watch for the weekly 'Membership Drive Update' email for important updates!
- ★ Ways to find potential members:
  - ◆ Personal prospect list (emailed to Team Captains and is on Membership Drive Resource Page of chamber's website)
  - ◆ Leads from the chamber (emailed to Team Captains to distribute to teams). Each list contains different leads.
  - ◆ Other chambers' online membership directories (if they are a member of one chamber chances are good they will join others)
  - ◆ Phone books
- ★ **The best way to determine if a company is already a member** is to use the Chamber's online membership directory rather than the printed directory. The online directory is available through a link on the Membership Drive Resource Page or at [www.lenexa.org](http://www.lenexa.org) by clicking on "Chamber" then "Membership Directory"
- ★ All new member applications **with form of payment** (check, cash, MasterCard, Visa, American Express, Discover) must be received by the chamber (mail, fax, online, walk-in to Chamber office) by 3pm on Monday, November 28<sup>th</sup>. (Chamber office hours are Mon-Fri 8:30-5 PM). **Absolutely no applications can be accepted after this deadline.** Be sure to write your name on the top of the application so we know to give you credit for the membership.
- ★ Only "companies" qualify as new members during the membership drive. **"Retired Individuals", "Affiliate memberships" and "Subsidiary memberships" do not qualify as new members in membership drives.** These categories have been removed from the Membership Drive Investment Schedule.
- ★ **Continued on Back...**

- ★ The volunteer that turns in the payment receives the credit for the sale.
- ★ We are offering a semi-annual billing option during the membership drive (1/2 of annual investment due with application, balance due in 6 months). If a member pays for the full year of membership we count it as one new member for you. **If the member chooses the semi-annual billing option and only pays for 6 months, we count it as 1/2 a membership for you.** Members have good intentions of paying the second installment, but unfortunately some don't follow through.
- ★ **We are offering the following incentives (valued at \$150+) to companies that join during the campaign, so remember to tell your prospects about them!**
  - ◆ Waiving the additional \$25 application fee! (value \$25)
  - ◆ Receive Option A Enhanced Listing in our online membership directory at no cost through December 31, 2016 (value \$50)
  - ◆ Receive complimentary Membership Luncheon Certificate! (value \$25)
  - ◆ 12-month membership extended through December 2017. That's 13-15 months of membership for the 12-month rate (value of at least \$50)
- ★ Respect your fellow volunteers. If your prospect mentions that another volunteer has already contacted them and they will be joining through the other volunteer, please back off! If there are questions or problems, please contact Sarah Dietz.
- ★ If you will be contacting any of the leads provided by the chamber **please use the "Lead Follow Up Form" provided to you by your Team Captain. The form is also available on the Membership Drive Resource Page of our website.** Please return the completed forms to Sarah Dietz to update in our database for future follow up. You may also use the forms if you would like the chamber to follow up with any of your personal leads that were not able to join during the drive.
- ★ You will have the option of delivering the New Member Binder to your new member as a way to build upon the business relationship. However, we request that New Member Binders be delivered within 5 business days of their join date. Please let us know when you turn in the application if you would like to deliver their binder or if you would prefer that a member of our Hospitality & Greeting Committee deliver and review it with them.
- ★ Feel free to make copies of any of the membership information documents in your packet or on the website to share with your prospective members. Or, simply provide them with the link to the Membership Drive Resource page on the chamber website!
- ★ Personal Challenges: You are encouraged to challenge your fellow team members or team members from other teams to stretch your capabilities and surpass our goal.
- ★ Team Managers: Please keep your team pumped up to recruit their one new member, or cheer them on if they choose to compete for one of the top CASH prizes!

**On behalf of the Lenexa Chamber of Commerce Staff-  
Thank You and Good Luck!**