



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 during our Membership Drive!

1. 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.”

2. Review [What is the Lenexa Chamber of Commerce](#). Email or print it to share with your potential new members.

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. Share with your prospective members the short video [The Value of Chamber Membership](#), the survey results [Consumers 63% More Likely to Buy From Chamber Members](#), and the survey results [Chamber Membership Is Effective Business Strategy](#). These links are also accessible from the membership information page on our website if you would like to direct your prospects to that page: [Membership Information](#). Member Testimonials are there too!

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

- **Small businesses** basically 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!

- **Large employers** benefit from the results of our other focuses. They may be a national company or a company that does not do business locally, so they may not believe they need to meet others in the community or be seen. 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:

- [Legislative 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. Offer the semi-annual billing option: We believe our investment rates are very reasonable with a great return on the investment. However, many businesses still have a difficult time budgeting for a membership. We would love for all businesses that want to join to be able to join, so we offer a semi-annual billing option. The new member would pay half of the annual investment amount when they join and the balance in 6 months. We have been successful in increasing our membership with this offering. **If the new member chooses the semi-annual billing option and pays for 6 months, we count this member as ½ a membership for you.**

8. **Tell them about the incentives (valued at \$150+) that they receive when they join:**

- **Waiving the additional \$25 application-processing fee (value \$25)**
- **Receive Enhanced Business Listing Option A in our online membership directory through December 2017 (value \$50)**
- **Receive Complimentary Membership Luncheon Certificate (value \$25)**
- **12-month membership extended through December 2017, receiving 13-15 months of membership for the 12-month rate (value \$50+)**

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 or Liz Albers at the chamber: 913-888-1414 or sdietz@lenexa.org or lalbers@lenexa.org.