

Ready, Set, Go Refer & Recruit!

Ask yourself “Which non-member clients, suppliers or friends of mine are either based in Lenexa or do business with Lenexa companies and/or families?” These companies benefit from the work the Lenexa Chamber performs, so let’s invite them to sign their companies up as a member of our outstanding business organization!

Let’s get started!! ...

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.”

- Their membership investment allows us to continue our work attracting new businesses and families to call Lenexa home, providing all companies with more customers, employees and vendors to draw from. No other organization is responsible for performing this very important work.
- Their membership investment allows their employees to take advantage of the effective networking, marketing, involvement and business exposure opportunities we provide to help them grow their business.
- Their membership investment enables us to continue our work within the legislative arena, promoting a pro-business environment in our community.

3. 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

4. Businesses join the chamber for different reasons:

- *Some businesses join to take advantage of the resources and tools we provide to help them grow their business.* These include our networking, marketing, sponsorship and other business exposure opportunities. They want to meet others and be seen. Focus on selling them these benefits, which include:
 - Posting their special deals on the [Members Bulletin Board](#)
 - Posting their job opportunities on the [Job Board](#)
 - Posting their events on the [Event Calendar](#)
 - Posting their press releases on the [Latest News](#)

- *All Lenexa-based employers benefit from the results of our effective economic/community development work and our governmental affairs work.* These companies may have a small staff & limited resources, or be 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](#)

5. 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.

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

7. 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.

8. If your prospect has questions before joining or you do not feel comfortable asking them to fill out the application, ask them if they are okay with you providing their contact information to me to contact them. Then, fill out and submit the online [Member Referral Form](#).

Lenexa Chamber membership is an investment in a business, and therefore members may deduct 85% of their membership investment as an ordinary and necessary business expense for federal income tax purposes.

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.