



membership **180**

Membership Campaign Proposal



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Our Process

Our philosophy is not to recruit a huge number of new members and then leave you to deal with them. We are heavily invested in helping you bring them in, but also in arming your team, from professional staff through volunteers, so that when the campaign is complete you know EXACTLY what needs to be done to retain them as permanent members of your organization.

It's the difference between renting members for a year (fundraising) and real growth!! It's a triple bottom line; recruitment, engagement and retention!!



Situational Awareness

We start by having several conversations with the Executive of your organization to more fully understand your needs, the demographics and geography of your community, the strengths and weaknesses of your existing team, etc.

Additional work will be done by email and in phone conversations with key staff members to guide them through the planning, volunteer recruiting procedure and campaign facilitation.



2 Day Campaign Program

We arrive in your community and host a series of consultation meetings focused on process, engagement and retention. The meetings will be with the following constituencies; Board of Directors, Chamber staff, Ambassadors.



Campaign

The number of volunteers needed for the campaign will be determined once we have established your new member goal. Additionally we will need your Ambassador team. Leading up to the actual campaign date, volunteers will receive alpha and category lists of current members and anything else that may help with brainstorming the right people to be on their call list.

Your volunteers will arrive for an afternoon shift that begins at 1:00. The shift begins with an education session providing relevant information about just what your chamber does in your community and why a chamber membership is important for any business. This information will equip them to make their calls.

The Ambassadors will be acting as “runners” going out and collecting payment and dropping off new member packets. They will be the first “face” of your chamber, so this is a very important group during the campaign.



Morning Wrap Up

The following morning, the Ambassadors will be collecting the last few checks and delivering New Member packets, and M180 will be training the staff and Ambassadors on next steps to aid in retention. We finish at 12:00.

ROI: A campaign customized for YOUR chamber, inspired and empowered staff, more engaged volunteers and new members who stay members!!!

Timeline



Timeline

EVENT TIMELINE	TIME	ATTENDEES
Discovery Campaign Details	Months/weeks leading up to campaign.	Via Phone/email CEO M180 Team
Campaign Day 1	8:00-9:00 9:30-11:00 11:30-12:00	Breakfast with BOD Chamber Staff Ambassadors
Campaign Day 1	Call Shift 1:00-4:30	Volunteers making calls for new members.
Campaign Day 2	9:00-10:00 Runners 10:00-12:00	Next steps and retention plan; Ambassador and Chamber staff. Ambassador runners finish pick up and drop off.



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Pricing Structure

Membership Campaign

All Membership180 team travel expenses (air fare, hotel, car rental)

33% total revenue at the end of the campaign

Includes:

- Program customized to your organization
- Board development
- Staff training
- Volunteers training
- Development of a “social media ambassador” team
- Ambassador training
- Retention Plan
- Follow up support from **Membership180** team

Retention Campaign Add On

At **Membership180** we believe in helping you keep the new members you are recruiting during your campaign. It is typical that if you retain a member for three years you will keep them for good!! With that in mind we would like to offer a one or two year retention campaign to ensure that success!!!

Plan A: Additional 3% (total 36% of total revenue at the end of the campaign) +travel

Includes:

- Regular follow up on retention plan with membership staff during the 8 months following the campaign.
- 9 months after membership campaign, **Membership180** team returns for a retention campaign before 12 month renewal.

Plan B: Additional 5% (total 38% of total revenue at the end of the campaign) +travel

Includes:

- Regular follow up on retention plan with membership staff during the 8 months following the campaign.
- 9 months after membership campaign, **Membership180** team returns for a retention campaign before 12 month renewal.
- Continued follow up with membership staff.
- 21 months after membership campaign, **Membership180** team returns for a retention campaign before 24 month renewal.



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About the Team

Jay Handler



As a sought-after speaker, trainer, consultant, Jay's diverse client list includes small business, corporate brands, associations, chambers of commerce and non-profits. His clients have included Comcast Business Class, the National Kitchen and Bath Association, South Carolina SAE, Carolinas CCE, Minnesota CCE, local Chambers across the country and internationally at the Engage Mexico Social Media Conference. Additionally, Jay is in his second year as a faculty member for the US Chamber's Institute for Organization Management. Aside from M180s core business of Recruit, Engage and Retain, Jay offers training to clients from his career background of sales, marketing and social media.

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Annette Medlin, IOM



Annette has been in non-profit management for over 25 years; the last eight years as a chamber Executive. She has held leadership roles in industry professional organizations including the Carolina's Association of Chamber of Commerce Executives and with the US Chamber Institute for Organization Management as a student, a class advisor, a member of the Board of Regents and this coming summer as faculty. Annette has recently been added to the team of the Women Speakers Association, promoting the voice of women in 120 countries on 6 continents. In addition to M180s core focus of Recruit, Engage and Retain, Annette brings training to clients in the areas of board development, strategic planning, executive coaching, risk management, women and community, leadership and diversity.

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