



Getting Involved 2009

How to Get the Most Out of Your Chamber Membership

GUIDE TO SUCCESS

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Getting Started

Your Chamber membership is like a membership to a health club; your results are determined by your efforts. The Chamber has developed several avenues with which you can promote your business or organization. This guide will walk you through the different programs available and how to get the most from your Chamber dollars. The Chamber staff is always available to answer any questions you have regarding your membership and Chamber events.

Ribbon Cuttings / Ground Breakings

All Chamber members, especially new businesses, are encouraged to have a ribbon cutting upon joining the Chamber. Ribbon Cuttings are typically held the third Thursday of each month beginning at 1pm. Arrangements can be made should this date not work for the member.

Chamber Ambassadors, members and the general public are invited to attend this brief welcoming ceremony. Afterwards, a picture of the celebration is placed in the Chamber newsletter and monthly newspaper ad for all to see. This is the first step in getting your name and face in front of the membership.

Using the Website

After joining, you will be given a Login Name and Password to use with the Chamber's website, www.nwmetroportchamber.org. Use this name and password to log in to the Members Only Section. From here you can update your membership information, manage your business representatives, edit your member web page, add Hot Deals and Job Postings and view the number of hits your profile receives daily.

Update Your Membership Information - The Member Info section allows you to view, edit, and add information that chamber staff uses when working with your account. This includes your business information, business categories, your employees (representatives), and your ChamberMaster login name and password.

Did You Know...
73% of the U.S.
population uses the
Internet¹

Using the Website from page 1

“Being a part of the Northwest Metroport Chamber has enabled me to form relationships that otherwise I would have missed. I’ve been able to meet key people who send referrals to my insurance agency. Working alongside other professionals and business owners also provides me an atmosphere for learning and support.”
– Pamala Hamilton,
Hamilton Insurance Agency

Edit Your Member Webpage - The Webpage Info section is where you view, edit and add the business information that you want the consumer to see when they view your business directory listing on the chamber’s website. Information in this section can be different than in the Member Info module. Other selections allow access to view your Member Information page as it will appear on the website.

Hot Deals - Hot Deals are specials available to Chamber members that you may post for viewing on the Chamber website. Currently complimentary, you can set active dates for Hot Deals. The Hot Deals will automatically become inactive after the deadline set by the member has passed. Hot Deals must be approved by Chamber staff before being published to the website.

Job Postings - Job Postings are job openings you may post for consumer viewing on the Chamber website. Currently complimentary, you can set active dates for the job postings. The postings will automatically become inactive after the deadline set by the member has passed. Job Postings must be approved by Chamber staff before being published to the website.

User Manuals - User Manuals for the Chamber website as well as your personal Chamber webpage are available for viewing and/or download in the Member Only Section.

Advertising

The Chamber has several publications in which you can promote your business or organization.

The Chamber Connection - This 8-12 page, full color piece is emailed to over 400 Chamber members quarterly, distributed in hard copy at our monthly luncheons and trade shows and is provided to membership prospects. Ads are available per issue or at a discounted rate if several issues are reserved in advance.

Labels - Mailing labels for Chamber membership

Broadcast Email - Email blast sent to all Chamber members

Weekly Wire Ad - Five line ad included in weekly email to membership

Website - Further advertising will be available on the Chamber website at a later date. Please contact Chamber staff for details.

Did You Know...
Consumers are 63% more likely to buy goods and services from a company they believe is a member of the local chamber of commerce.²

Monthly Luncheons

The Chamber holds a general membership luncheon the first Tuesday of each month with the exception of January and July. The luncheons are held at Trophy Club Country Club (500 Trophy Club Drive, Trophy Club, TX).

The first hour of the luncheon (11am-12pm) is primarily for networking with the lunch buffet opening at approximately 11:30am. Market tables are available for purchase and can be included in your membership depending on your investment level.

The program begins with recognition of new members and renewing partners. Chamber announcements are followed by a five minute presentation from the luncheon sponsor. Sponsorships are available for each luncheon and are described below. Please reserve your sponsorship early as they fill up quickly.

Each month spotlights a different speaker. Topics range from motivational to economic development to education. Attendance averages 150 each month. The Northwest Metroport Chamber is known for having the highest attendance per membership size.

Sponsor -Includes logo on all advertising (newsletter, newspaper ad, Weekly Wire, handouts, slide presentation, etc.) signage at luncheon, two reservations, ability to place information at each place setting, five minute commercial during program

Market Table - Includes ability to display information on skirted 8 ft table provided by Chamber

Reservation - \$22 Members w/RSVP, \$28 Members without RSVP, \$32 Non Members

Luncheon Package - Available in January, the Chamber offers a Monthly Luncheon Package at a discounted price of \$200.00 to include 10 monthly luncheons in 2009. This provides a \$20 savings over those who make a reservation each month.

Sign up and pay for the Luncheon Package by January 30th to save time and money at registration. With the Luncheon Package, you'll never question whether or not you have a reservation, and with the Chamber no longer invoicing for luncheon reservations, you can avoid any worry about bringing payment to the lunch.

If you cannot attend one of the luncheons, another representative from your office can attend. Any unused luncheons will expire on December 31, 2009.

Did You Know...
Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.²

"The Northwest Metroport Chamber is an excellent resource for building relationships within the highest growth area of the DFW Metroplex. Its number one asset is the networking opportunities available for businesses both large and small."
– Christina Weeks,
Hillwood – Developer of
AllianceTexas

Member Orientation

Member Orientations are offered on a quarterly basis during the networking period of a monthly luncheon. Members are welcome to attend at any time. The 2009 orientations will be held at the February, May, August and November luncheons.

Sponsorships

Sponsorships are available for every Chamber function and play a very important role in the success of the Chamber. You can sign up for any event sponsorship at any time throughout the year.

Event Partners - The Event Partner concept was designed to allow businesses to reserve multiple sponsorships at once and receive additional publicity throughout the year rather than solely at the time of the event; therefore, further maximizing their investment. The cost associated with the partnership is then applied to the respective event sponsorships as chosen by the member. There are three partner levels and they are as follows:

Platinum - \$7500

Includes listing with logo and link to your website on the event's page of the Chamber's website; listing with logo on handout at monthly Chamber luncheons; prime listing as Platinum Event Partner in each Chamber Connection newsletter and monthly newspaper ad in Alliance Regional Newspapers

Gold - \$5000

Includes business/organization name and link to your website on the event's page of the Chamber's website; listing on handout at monthly Chamber luncheons; listing as Gold Event Partner in each Chamber Connection newsletter and monthly newspaper ad in Alliance Regional Newspapers

Silver - \$2500

Includes business/organization name on the events page of the Chamber's website; listing on handout at monthly Chamber luncheons; listing as Silver Event Partner in each Chamber Connection newsletter and monthly newspaper ad in Alliance Regional Newspapers

2009 Events

Monthly Luncheons

First Tuesday of each month with the exception of January and July

Golden Key Awards Gala

Thursday, January 22, 2009

9th Annual Golf Classic

Monday, April 6, 2009

Celebrating Women in Business

Wednesday, July 22, 2009

Taking Action

Now that you are aware of all the avenues available to help promote your business and increase your customer base, there's no better time than now to take action. Contact the Chamber office at 817-430-5839 or visit the website, www.nwmetroportchamber.org to schedule a ribbon cutting, make reservations, review sponsorship opportunities and utilize your member web page. We appreciate your membership and want to see your business grow and thrive within the six communities we represent. Remember, your Chamber membership is like a membership to a health club; your results are determined by your efforts.

Works Cited

- 1 <http://www.internetworldstats.com>
- 2 *The Schapiro Group: Chamber of Commerce News*

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