

ICCE Winter Conference
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Roundtable Discussion Notes

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Marketing

Funding from:

Hotel/motel tax dollars

City funding

Biz hub – color copier – saves time and money to do in house publications

Publisher is the most common program to use for newsletters and then convert to PDF

Constant contact – www.constantcontact.com

Very much talked about program. Program cost varies based on email accounts and what you use the program for. Heard costs ranging from \$11.00 per month to \$80.00 per month. Create your own template but not as flexible as publisher. Use it for newsletters, surveys - the list is endless.

Newsletters – Send a postcard to each member each year asking how they prefer to receive their newsletter, hard copy or email. Emailing benefits is that it is less cost for chamber and you can send it to an endless list of people. Hard copy is more expensive but some people still like to have that hard copy in their hand to read it. If they print off the email version – it can be lengthy. Send to members, service clubs and even non-members so they can read about what the chamber is doing. Some insert in their local newspapers. Send to downtown businesses also. Separate non-profits newsletter is sent out to all chamber members to include non-profit events.

Fax blast – use Fax maker and win fax programs.

Partner with newspaper and receive free publicity. Director writes an article once per week and submits to the newspaper as Chamber Corner. Board members also write an article once per year. Ambassador pictures in the newspaper, some Chambers get this for free, some Chamber's Ambassadors pay for this. Quarter page ad and newspaper gets ad sponsors to pay for the ad. Includes news members to include contact, address, website, events, announcements, pictures, thanking and giving board recognition, long standing members, etc.

Why I love being a Chamber member? Testimonials in the newspaper, newsletter and on the radio. This gives recognition to members as well as works as a recruitment tool for potential members.

Business cards I supported your business because you are a member of the Chamber. Ambassadors, board members and staff each have these and pass out they shop chamber member businesses.

What 3 things do you want to see in your town? A paper was placed at each place setting at an annual dinner and each person had to list 3 things they would like to see. Had a very good response. The paper was handed in along with the names of who submitted what. This worked well for reference to get people on the accurate committees.

New member luncheon Every 6 months (or as needed based on size of chamber). Board welcomes the new members and business gets to give their plug. Get a sponsor for \$100.00 and that sponsor gets to greet the members. Another Chamber does a new member luncheon once per month and it is bring your own lunch and the chamber provides a speaker.

Quarterly tabloid Organization focused tabloid letting people know what each organization is doing. Includes Main Street, Downtown organization, Chamber, Development, etc

Recognize long-standing members at coffees, newsletters and newspaper.

Staff photos Let the community know who works for the Chamber. Use in newsletter and newspaper.

I am DavenportOne This is an 18-24 month long campaign. The purpose is to share what and who DavenportOne is along with promoting current members as well as work as a tool to recruit new members. Campaign includes testimonials from members and they do TV ads with these testimonials ending each one with "I am DavenportOne." It gets faces of members visible in the community and they gain respect. Any questions, contact Davenport Chamber.

Membership directory Do not print a directory anymore. Everything is online. Trying to enhance the website in order to gain more sponsors and just to get people to refer to the website for Chamber, general and member information.

Operation thank you Custom designed mouse pad with the Chamber logo on each page. It is designed as a calendar with each page being a month. Each month provides events the chamber does or general information if there is not an event. Each member gets the calendar mouse pad.

Online event/community calendar Council Bluffs Chamber manages a community online calendar. cbevents.com Anyone can submit events. Each event is submitted to chamber staff for review before final posting. Chamber logo is included on the website so people know the Chamber is managing and providing the website. It is geared to residents and visitors. Acts as a great resource to see what else is going so businesses/organizations can plan events without having to worry about doubling up.

One page website Hampton Chamber partnered with website business to provide a one page website for those businesses that do not have the budget to have a full-blown website. It is a benefit to being a member to have this available to them at a low cost. Some members are extremely happy to have a web presence even if it is one page. Davenport also does this but does it internally and no cost.

Learn how to make your own website buildyoursite.com

New member packets Packet of information delivered or mailed to potential new members. Different packet is put together based on the business/organization they are recruiting – depends on who you are marketing to. Includes the Shapiro study in the packet.

New members get radio and newspaper ad with their membership.

Dues abatement program First year you only pay 25%, second year 50%, third year 75 % and fourth year 100%. Works well for this specific chamber. Every new member gets this program. Unless if it is a business that used to be a member and dropped and is renewing. They get full benefits starting the first year. There were some concerns from the table regarding this approach.

½ Price Push middle of the year the chamber would push membership for ½ price. Did it over a 2 week period. Ambassadors got involved in the push.

½ Price New members get first year for ½ price. But they must pay the ½ price and the next full year up front.

Marketing your identity Brochures, enews, newsletter, etc to market exactly what it is your chamber does. It is important that you consistently get information to the community about what the chamber does.

New member newsletter It is known that new members most generally drop within the first 3 years. Do a newsletter directed only to these new members through the first 3 years as a constant reminder about what the Chamber is doing.

Non-profit newsletter Non profits submit events to the Chamber and the Chamber provides a non profit event newsletter. This is done monthly and the newsletter is sent to all members.

Table tri fold Create a table tri fold that includes community events to put on the restaurants tables.

Quarterly newsletter sent to the whole community. Send hard copy either in the newspaper or by bulk mailing. Newspaper sells ads.

Parade handouts I love Council Bluffs t-shirt. Throw out in parades. Cheap and great advertising!

Newspaper insert Dyersville Chamber creates an 11X17 sheet listing all the chamber members' name and phone number, alphabetical order. Of course includes the Chamber logo and contact information. Sends this out in the newspaper. Does this in the fall, once per year. People call and ask, "Why am I not on that list?" Gives great visibility and value to current members and works as a recruitment tool.