



CARY CHAMBER OF COMMERCE: MEMBERSHIP DRIVE 2018

March 2018 – July 2018

NEW YEAR, NEW DRIVE



“In It to Win It”

Who: YOU! Individual or Team

What: Bring in the biggest \$ new memberships, win the new, CASH prize

1st Place: \$5,000

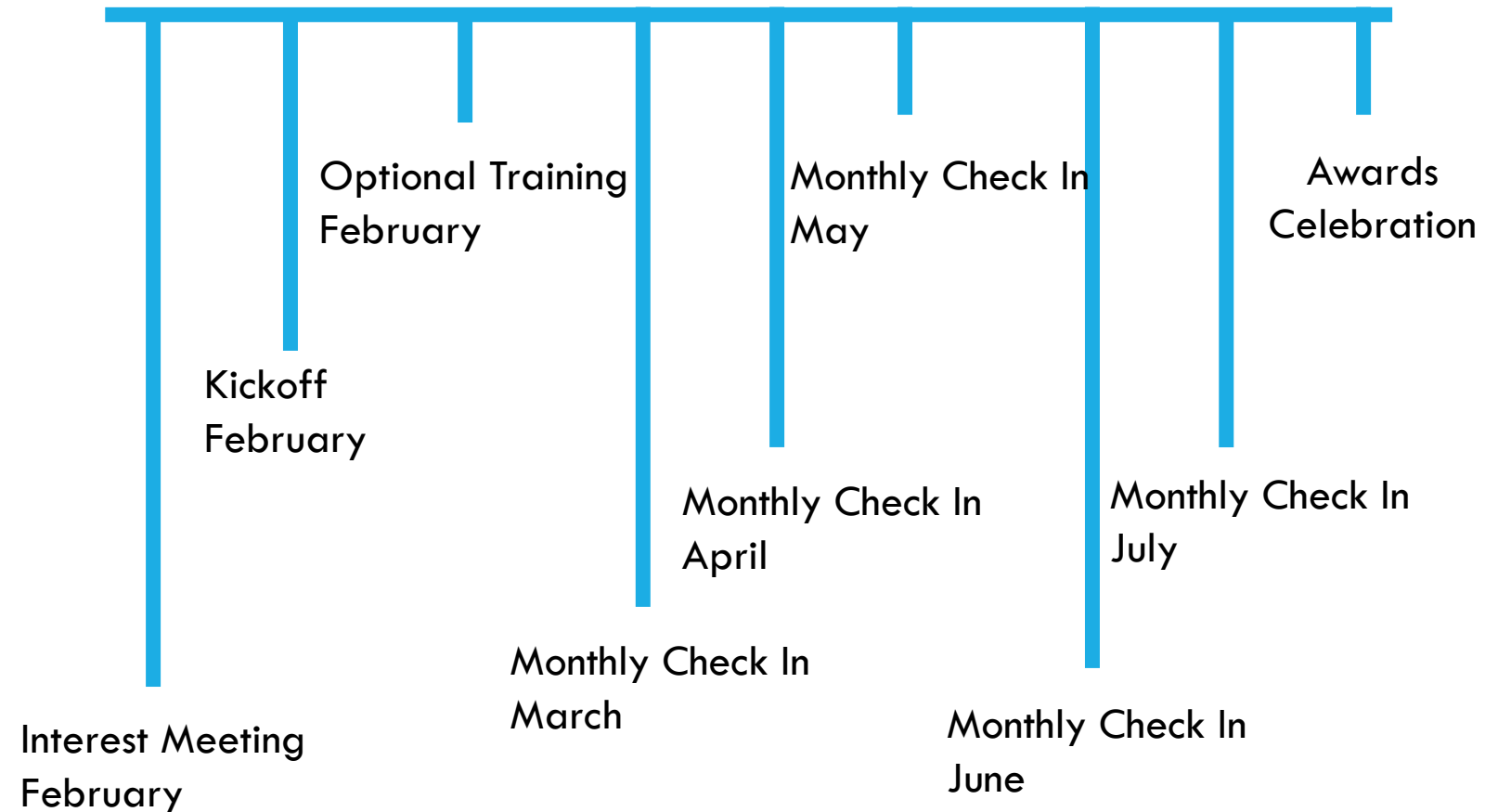
2nd Place: \$2,500

3rd Place: \$1,000

When: March 2018 – July 2018

Where: Anywhere! All businesses can join the Cary Chamber of commerce

TIMELINE



Timeline Key

Kickoff (3/8):

- Kickoff Week

Monthly Check Ins:

- \$100 VISA Gift Card to Highest \$ Amount that Month

Celebration & Awards:

- Announce Winners, Present Checks
- Feature New Members

THE NITTY GRITTY

- Winners are based on highest \$ amount brought in of new Cary Chamber members, NOT number of new members
- New sponsorships count toward the \$ amount; however, only at 20% of the total sponsorship
- Only members paid in FULL for 1 year will count
- Winners Must Bring in Memberships totaling the Minimums to be eligible:
 - 1st Place: minimum \$5,000
 - 2nd Place: minimum \$2,500
 - 3rd Place: minimum \$1,000

Example:

1. \$385 New Member Paid in Full
2. \$460 New Member Paid in Full
3. \$1750 Table Sponsorship for Annual Banquet = 20% or \$350 Counts towards Sales Goals
4. Total Brought in For Drive

$$385+460+350 = \$1195$$

Eligible for 3rd Place Prize

MEMBERSHIP DRIVE PACKET

What's Included:

1. Sample Letter to New Business
2. Investment Schedule
3. Monthly Meetings List
4. Major Events List
5. Membership Opportunities
6. Investment Schedule
7. Allie Withers' Information 😊



DO'S & DON'T'S

Do:

- Ask Chamber Staff questions!
- Share personal success stories through your personal Cary Chamber membership
- Use this to your businesses' advantage
- Submit your memberships by monthly check in dates

Don't:

- Make promises you know the Cary Chamber (or yourself!) cannot keep
- Force membership
- Participate because you feel like you have to
- Ruin relationships with current Cary Chamber members through competition