



## How to Get the Most Out of Your Chamber Membership

- **Member Orientation** – Join us for lunch and open discussion of all the Chamber Member benefits, and how to get the most out of your Chamber Membership. These hour-long lunch sessions are not just for new members, but for seasoned members too.
- **Newsletter and Newsletter Advertising** – Our bi-monthly newsletter reaches approximately 725 local Member business people. Get your business seen by advertising in our newsletter.
  - **Newsletter Inserts** – Create a flyer on standard 8 ½ x 11 paper, telling about your business’s special sale, event or promotion and we will mail it out in our Newsletter. The cost is just \$75 for this benefit!
  - **Newsletter Advertising** – We print your company’s ad right on our Newsletter for all to see! We offer various sizes of ad space. See attached rate sheet for more details.
  - Deadline to reserve space for inserts and advertising will be announced.
- **Website Advertising** – Our New Website is getting lots of attention these days. We will place your ad on our website for as little as \$50 a month!
  - **Leaderboard** (9.38 in x 1.25 in) - \$100 per month, \$250 for 6 months, \$400 for a year.
  - **Skyscraper** (2.23 in x 5.56 in) - \$75 per month, \$175 for 6 months or \$300 for a year.
  - **Rectangle** (2.37 in x 1.95 in) - \$50 per month, \$125 for 6 months or \$200 for a year.
  - Email us with your ad image and we’ll work with you to gain your business maximum exposure!
- **Flyer Mailings** – You create the flyer – we do the rest! The chamber mails flyers from up to ten businesses by bulk mail, thus reducing individual costs for marketing and promoting businesses. Provide us with 725 flyers with your business’s message, and for just \$75 we’ll mail them to our entire membership!

<u><b>Cost if YOU do it:</b></u>		<u><b>Cost if WE do it:</b></u>	<u>\$75</u>
700 Envelopes	\$27		
700 Labels	\$21	<b>YOUR SAVINGS:</b>	<b>\$304</b>
<u>Postage</u>	<u>\$331</u>		
<b>TOTAL:</b>	<b>\$379</b>		

- **Email Blast** – You can easily reach hundreds of local business people by using the email marketing service offered exclusively to Chamber members. Each Tuesday we will compile an email message, called a **Chamber Email Blast**, containing sales and advertising messages from member businesses for distribution to our membership base.
  - Simply email the Chamber with your 100 word blast by Monday at noon to be included in the Tuesday Email Blast.
  - Cost for this benefit is only \$25!
- **Constant Contact** – Design professional looking emails in minutes, grow your contact list and stay connected to your customers with Constant Contact.
  - Chamber Members who prepay for 6 – 12 months receive a 20% - 25% discount.
  - Sign up at [www.constantcontact.com](http://www.constantcontact.com) and tell them the Chamber sent you!
- **Sponsorships** – Let the community learn about your company’s presence by sponsoring an event! We will use your name and logo to promote you and your support. Sponsorship opportunities – Annual Dinner, Auctathon, Friends and Family Fest, etc...
- **Radio Advertising** – New chamber members can save \$270 on a radio advertising package and existing chamber members can save \$170 on a radio advertising package. (See attached rate sheet)
  - Contact AVC Communications directly.
  - Don’t forget to tell them you’re a Chamber Member.
- **Networking** breakfasts, lunches, and ‘Business After Hours’ events create an environment for building your contact list and developing relationships with other business owners and attendees.
  - **Business After Hours** – it’s a party at a different business each month! Social time abounds with door prizes, refreshments, and the Chamber Pot of Gold. You must attend the BAH to win and don’t forget your business cards.
- **Ribbon Cuttings and Grand Openings** that launch your businesses with gusto.
  - We will provide the ribbon and the Chamber scissors at no fee.
  - We will promote the event by email and E-Newsletter.
  - Contact us at least 60 days prior to your target date in order to have your opening on the Chamber Calendar.
- Chamber members are listed on our **Website** and in our **Resource Directory**. The Chamber staff makes **referrals** to member businesses as a normal part of doing business each day.
- The Chamber provides **mailing labels** to interested member businesses once a year for their direct marketing needs.
  - Simply request these from the Chamber office and schedule a time to pick them up.
- **Reduced Rates** for Medical Insurance through Blue Cross/Blue Shield.
  - See attached list of insurance participants.

- **Group rates or rebates** on Worker's Compensation through participation in monthly Safety Council meetings. Participation in the **Guernsey-Noble Safety Council is FREE.**
  - You can enroll online at [www.cambridgeohiochamber.com](http://www.cambridgeohiochamber.com).
- **Chamber Bucks** program – purchased at the Chamber office, Chamber Bucks may be redeemed at **participating members'** businesses. Chamber Bucks are sold in denominations of \$5, \$10 and \$20. We encourage shopping locally!
  - Please inform our office if you would like to accept Chamber Bucks at your business. When you redeem these for payment, we'll exchange the Chamber Bucks you bring in for a check to your business!
- **Member 2 Member Discount Program** – The Cambridge Area Chamber of Commerce is proud to offer a **Member2Member Discount Program**, which provides our members with an exclusive advantage of Chamber membership. This program promotes and reinforces shopping with your fellow chamber members! The **M2M** Program gives discounts TO members FROM members, participation is FREE, and you may offer the discount of your choice. We ask only that it is a discount you do not offer to anyone else.
- **Welcome Mat** totes are personally delivered chock full of businesses' promotions and offers, to **new residents** of Guernsey County. For a small fee, you can be included in this great opportunity!
- **Business Advocacy** is provided by the collective participation of Chamber of Commerce members, creating a **positive business climate**, as well as continual review of legislative issues affecting our area of commerce.
- **Education Advocacy** – Our Education Committee stays close to our educational systems and the issues they face. We advocate for students and **quality schools**, as needed.
- **Annual Events**
  - Annual Dinner – **Celebrate** and recognize member businesses and reward outstanding accomplishments. Held in February.
    - We will send out invitations to Chamber Members well in advance.
  - Home, Garden, and Business Expo – Exhibitors **showcase their businesses** at this marquee Chamber event held in March each year.
    - Your business can exhibit for a reduced Member fee.
    - We will announce registration information by mail and email.
  - Auctathon – A casual summer event that includes a great meal and auctions – a Chinese auction, a silent auction, and a live auction of items donated by business members.
    - A great opportunity to donate an item on behalf of your business to promote your **Chamber involvement** and your business.
    - If you and your employees like a great meal and spirited bidding, you'll want to attend!
    - Information is sent by mail and email well before the Auctathon.

- Friends and Family Fest – A Shale-abration - This community, day-long event is designed to bring the gas & oil companies together with the general public in an educational and entertaining, family-friendly environment.
  - Participate with a booth or as an event sponsor!
- **Awards:**
  - Years in Business –Awarded to businesses for recognition of years in business – 5 Years, 25 years and subsequent 25 year increments. Years In Business awards are presented at the June Business After Hours.
  - Snazzy Award – To recognize significant improvements to your facility that enhance appearance. These are awarded at September’s BAH.
    - We will email the application to all Chamber Members in July.
  - Distinguished Public Service Award – Presented to an individual who exhibits exceptional community involvement. Presented at the Annual Dinner in February.
    - The Chamber will announce when it will begin accepting nominations for this.
  - Sidlo Award – For an individual who demonstrates a lifetime of achievement that exemplifies Vision, Leadership, and Legacy. This prestigious award is presented at our December BAH.
    - Announcement for accepting nominations goes out in October of each year.
- **Leadership Guernsey**
  - Adult – a learning program for emerging and potential leaders in Guernsey County. Its purpose is to improve participants’ leadership skills and provide examination of the workings of the community. The Chamber President contacts member businesses by email for sponsored participation.
  - Youth – Designed for students who display a desire to develop leadership and team building skills, as well as community awareness. School administration selects 5 high school juniors from Cambridge, John Glenn, Meadowbrook and Buckeye Trail High Schools to participate in Youth Leadership Guernsey. This program is 100% funded by local business.
- **Chamber Women’s Alliance** – interested in professional development and quality of life for women in our area. Various programs are announced as they are developed.
- **HR Roundtables** – the Chamber co-hosts quarterly roundtable programs with local businesses. Attendees focus on relevant **employment issues** that affect businesses and their employees.
- **Guernsey Energy Coalition** – Nearly **every type of business** will be affected by the influx of drilling in our area. The purpose of these meetings is to educate our membership on **how to best take advantage of** increased activity and opportunities. The coalition meets quarterly- March, June, September and December.

