



TI.OD.EW PREMIUM MEMBERSHIP PLAN

EDUCATIONAL SERVICES MANUAL

VERSION 3.0

PREFACE



TIODEW IS THE NETWORK

T I O D E W is a turnaround company in many ways, starting with our name; when turned around it spells WE DO IT. We deliver a blended solution of member automation and business development for communities. What we promise is delivered because we do it.

R and S CONSULTING IS THE SALES SUPPORT

R and S is a sales development consulting organization that delivers direction and support material on how to sell and retain memberships (i.e. like this document).

This program is supported by Tiodew – Chamber Nation and R and S Consulting for technical support and sales education. The Premium Membership Plan may be instituted by all Chambers regardless of the membership management system they may use. In cases where the Chamber Nation management system is not used, some features mentioned in this program may not function as indicated.

FOREWORD

A funny thing happened to me the other day. I was at the bank and there was a young gentleman behind the counter. After he took my deposit he asked me what type of business I was in. I answered, “We provide software and services to Chambers of Commerce.” He replied, “What is a Chamber of Commerce.” It dawned on me that there is a generation or two who do not even know what a Chamber is and much less why a business would want to be a part of one.

There are many consultants in the Chamber world that will tell you all the things you should be doing to attract new members and to keep those already in the organization. Most of those things are accurate and probably work. I think the main issue is making the Chamber relevant to the business owner. With that in mind we are pleased to offer you a program that will build relevance.

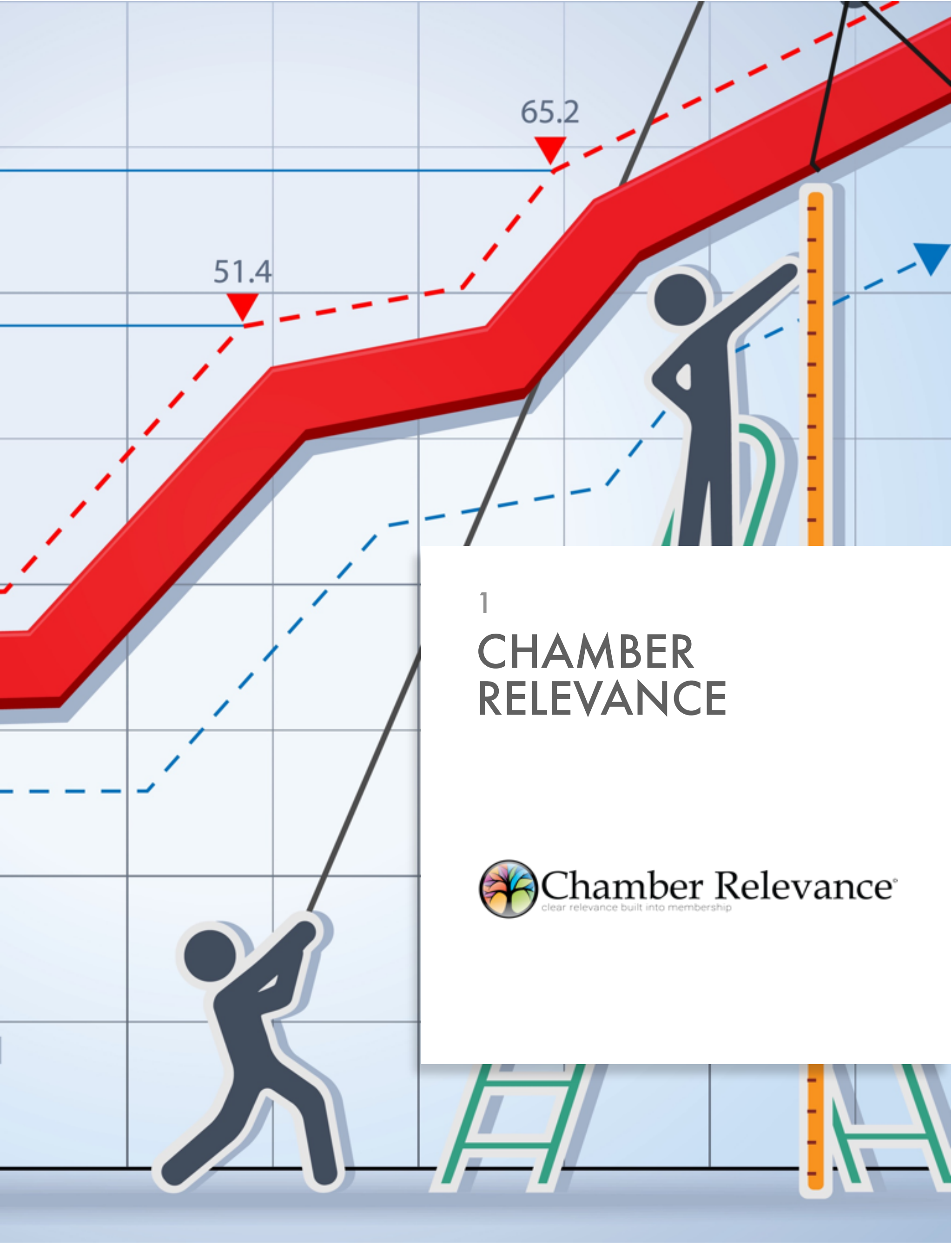
This guide is designed to educate and inspire you and your staff. If you have a membership director or sales staff they should definitely have a copy of this material.

TABLE OF CONTENTS

CHAPTER 1: CHAMBER RELEVANCE	6
1.1 JOINING THE CHAMBER.....	7
1.2 GETTING STARTED.....	9
1.3 IMPROVING RELEVANCE FOR GROWTH.....	11
CHAPTER 2: PREMIUM MEMBERSHIP	12
2.1 PROGRAM DESCRIPTION.....	13
2.2 INCLUDED IN THE PREMIUM PACKAGE.....	15
2.3 PRICING.....	19
2.4 SETTING UP A PREMIUM PLAN PROGRAM.....	21
2.5 PREMIUM MEMBERSHIP PLAN WORKSHEET.....	23
2.6 “NO LOGIN” USER GUIDE.....	26
CHAPTER 3: SALES AND MARKETING	28
3.1 OVERVIEW.....	29
3.2 DRIP MARKETING DESCRIPTION.....	34
CHAPTER 4: SYSTEM TRAINING	35
4.1 SUPPORT LEVELS.....	36
4.2 CHAMBER NATION.....	39
CHAPTER 5: HELP CENTER INDEX	45
5.1 VIDEO TRAINING.....	46

5.2	MEMBER DATABASE.....	52
5.3	MEMBERSHIP BILLING.....	54
5.4	REPORTING.....	57
5.5	COMMUNICATIONS.....	59
5.6	EVENT MANAGEMENT.....	65
5.7	MEMBERS AREA FUNCTIONS.....	69
5.8	BANNER AND SYSTEM STATS.....	74
5.9	WEBSITE MODULE MANAGEMENT.....	75
5.10	WEB EDITOR.....	84
5.11	ADMIN COMMUNITY AND POSTS.....	85
5.12	MOBILE APP.....	89
5.13	MOBILE APP USER GUIDE.....	92
5.14	BROADCAST TEXT MESSAGES.....	105
5.15	CHAMBER NATION SYSTEM REMINDER.....	107
CHAPTER 6: ADDITIONAL RESOURCES		108
6.1	OVERVIEW.....	109
6.2	THE NEXT GENERATION OF CHAMBER COMMERCE MEMBERSHIP..	111
6.3	EXHIBITS.....	114
6.4	E1: HOW TO ADD PROSPECTS.....	115
6.5	E2: BUSINESS AND PROSPECTS.....	118
6.6	E3: DRIP MARKETING PROGRAMS.....	121

6.7 E4: DRIP MARKETING PROGRAMS.....	122
6.8 E5: DRIP MARKETING PROGRAMS.....	123
6.9 E6: DRIP MARKETING PROGRAMS.....	124
6.10 E7: MEMBER FLYER 1.....	126
6.11 E8: MEMBER FLYER 2.....	127
6.12 E9: MEMBER FLYER 3.....	128
6.13 E10: MEMBER FLYER 4.....	129
6.14 E11: MOBILE.....	130
6.15 E12: WEBSITES (MORE INFORMATION).....	131
6.16 E13: MEMBER SLIDES.....	132
6.17 E14: ORDER LOCAL GOLDEN TICKET.....	156
6.18 E15: REAL VALUE OF JOINING A LOCAL CHAMBER OF COMMERCE..	157
6.19 E16: AGREEMENT.....	166



1

CHAMBER RELEVANCE



Chamber Relevance®
clear relevance built into membership



JOINING THE CHAMBER

The benefits of Chamber membership are numerous.

1. Conveys credibility and stability to your customers,
2. Will open doors to many contacts and connections.
3. Contacts will help your business grow through the power of referrals and networking,
4. Membership brings credibility to your business. You can increase positive perceptions among consumers and business owners when you're identified as a member of a Chamber of Commerce.

Every day, your local Chamber receives calls and emails from individuals and businesses looking for potential vendors and Chamber members are recommend first.

Chambers conduct social and business events where you can socialize and develop relationships. Becoming a member of a Chamber of Commerce provides opportunities to give back to the community and capitalize on significant member benefits; serving in the leadership raises your recognition, visibility and credibility, as well as that of your business.



GETTING STARTED

We are excited that you are considering, or have added, a new Premium Level service to your organization. This program has been designed by professionals who have worked with tens-of-thousands of small business members for many years. Our team understands what your members truly value from their community leaders.

There are several steps involved in getting the program started in your community:

1. Decision to offer an exclusive, Chamber only service.
2. Return a completed month-to-month service agreement.
3. Add option to add premium level to each membership plan.
5. Promote your full service business development program.

We will deliver:

- A localized community network specifically for your organization.
- A localized wireless network with single-use special offer redemption control system.
- A localized mobile web application interconnected to all participating businesses.
- A localized 3-D storyboard designed to assist in sales and presentation to non-members.
- A support team from both Tiodew and R and S Consulting that will be there for you every step of the way.

PLEASE NOTE:

This service is intended, and should ALWAYS be, a revenue generator and tool for selling membership plans. **The value delivered WILL RETURN dividends to your organization in every case.**



IMPROVING RELEVANCE FOR GROWTH

If you have a Chamber Nation system in place now, then you already have unique services in place for your current members. When current members opt-in to the optional premium level the following services will be dramatically extended.

Current member level services include:

Member Onboarding and Setup Service

- Optimization for Local Search
- Support from Members can Help (.com)

Traffic Catcher System (TCS) “Member Directory Pages”

- Scrolling Photo Tour
- Coupon Publishing System
- Syndicate Calendar Instance
- Multi-Post to Social Networks

SUPPORT TEAMWORK PARTNERSHIP



STRATEGY



LEADER



SHARE



TEAM



HELP

2

PREMIUM MEMBERSHIP



Premium Membership Plan[®]
improving membership value



PROGRAM DESCRIPTION

Leveraging Network and Converting It to a Valuable Asset

The Premium Plans we offer are designed to build greater relevancy and value into the membership plans offered to businesses looking to be part of the official local online network and website(s).

This connection is designed to deliver new leads, prospects and customers to those who subscribe to your services. To accomplish this, it is important to understand that you are seeing this package because your network is popular on the internet, this is because you provide a valuable online resource of business information and local resources that are indexed by search engines and are valuable to the public.

Have you ever considered how valuable your website is?

Have you ever considered your website as being a network?

Our technology was designed to work ONLY WITH POPULAR LOCAL WEBSITES that we are able to convert into a powerful advertising network for your members and advertisers. This provides the catalyst needed to generate views, prospects, and customers for those who participate.

Delivering the Systems, and Setup

Typically, 90% of business owners do not take the time necessary to setup and manage a local marketing program for their business. This is because they don't have the time or the understanding to do the work. In this model, that work is done for the business, assuring the business a valuable service and the network provider a beautiful marketing and advertising solution for their members.

Everyone is Happy

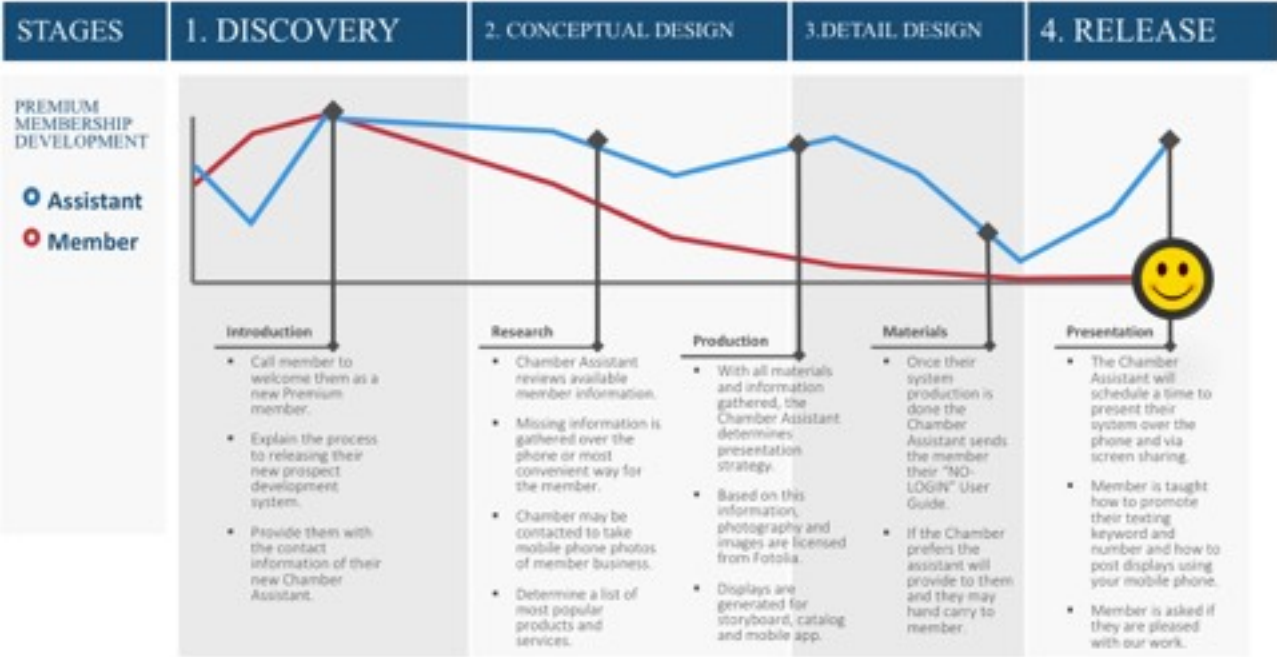
That is our job here at Tiodew... even our name spelled backwards assures everyone that this master plan will actually work! From the member advertiser, to the organization, we provide this service to, the value delivered will be obvious and included in their premium level membership that there is no comparison.

MORE to Ramp Up Relevance?

What if you could offer all of the traditional benefits, plus an upgraded plan to include premium marketing tools for member businesses? The premium plan is designed to build greater relevancy and value into the membership plans offered. Those businesses also become part of the official area network. This program is designed specifically to deliver new leads, prospects, and customers to the member business.

Here is an Actual Member Experience Map Showing the Setup Process.

As you can see our team does most of the work for them!



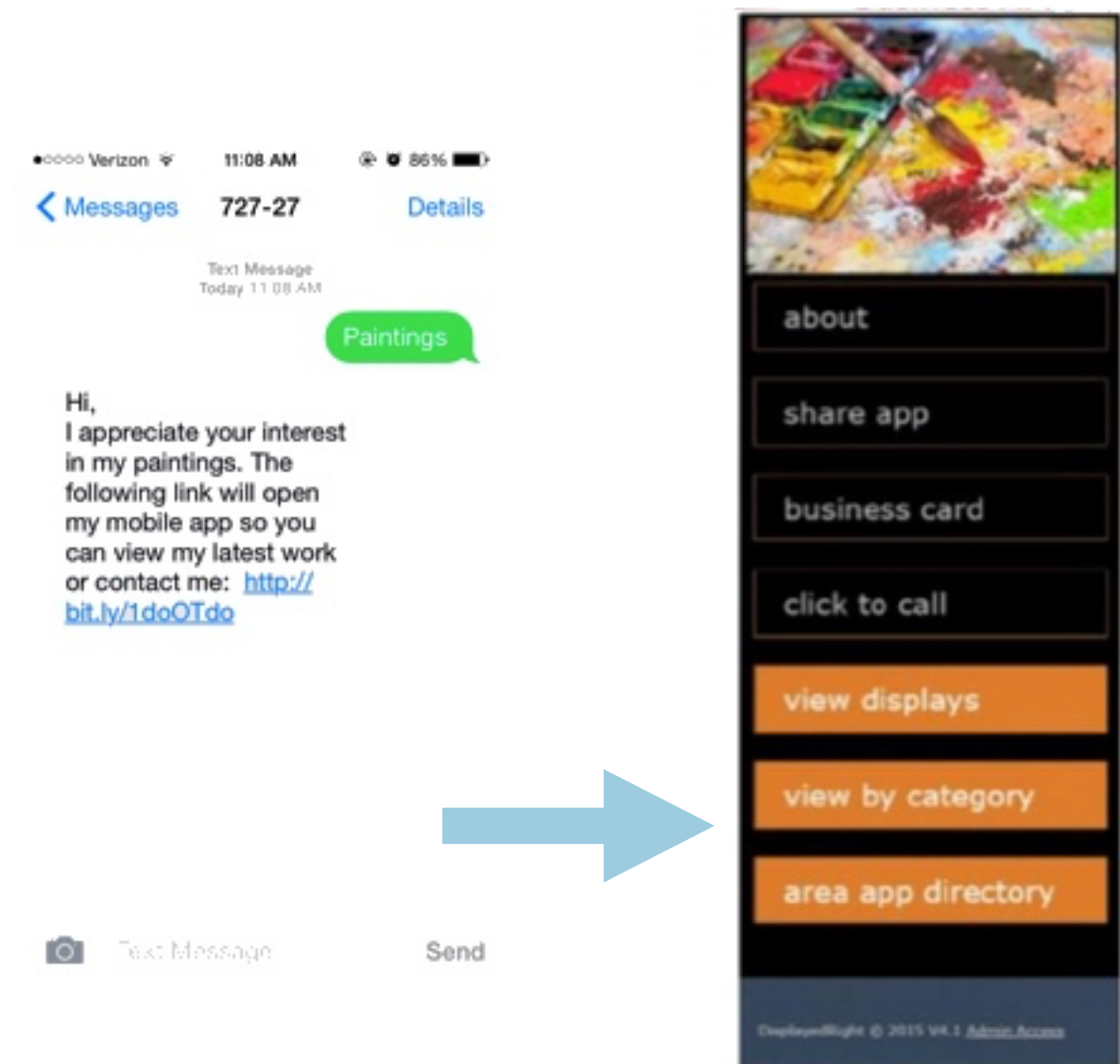


INCLUDED IN THE PREMIUM PACKAGE

- Advanced Connection to Community Network
- Quality Mobile Web Application for Your Business
- Beautiful 3-D Storyboard with Radius Directory System
- Custom Keyword Texting Service with Lead Delivery to Phone
- Facebook Business Page Catalog Tab with Auto-Posting
- Incredible On-going Setup and Support Services

From the members point of view they're receiving a complete presentation system for the web, mobile app, catalog and 3D storyboard that's delivered to customers via a unique texting keyword service. We do almost all of the set up and work, which makes it easy to impress your members.

Promoting their business is simplified with their new texting keyword. As an example, if you were to text the word "paintings" to 72727 RIGHT NOW, you would see an example of how easy it is for your members to promote their business. This particular example is an actual artist presenting and selling their artwork.



TRY IT NOW: Text the word “paintings” to 72727?

If you did try this, the business owner has now received an email and a text message with your phone number. That means that you are a new lead for that business and they can contact you to see if you are interested in learning more, or even making a purchase for the goods and services they are presenting.



Another terrific use is tracking which of the members’ advertisements are actually working. They can include their texting keyword and number in each ad they buy from various media outlets to easily keep track of which ones work to deliver leads. This member benefit alone is worth the price of membership.

Now it is easier to increase foot traffic into your business when using the Local Golden Ticket special offer key-word we provide. Maybe it’s a buy-one-get-one-free or something else of value.

Increase Foot Traffic to Business

They simply mention in their marketing material to text the word “-----” to 72727 to get your Local Golden Ticket. Members can safely offer a spectacular deal since our system only allows it to be electronically redeemed ONE TIME. In order to get the free item, they will need to visit the business and show their ticket on their phone. A merchant may also approve its redemption over the phone if it’s an online purchase.

Additionally, the program also includes a “CATALOG TAB” that is added to their Facebook Business Page with auto update capability. Also, the same type of live updates can be added to their Twitter account. Bottom line, this makes keeping their social media outlets automatic and up-to-date.

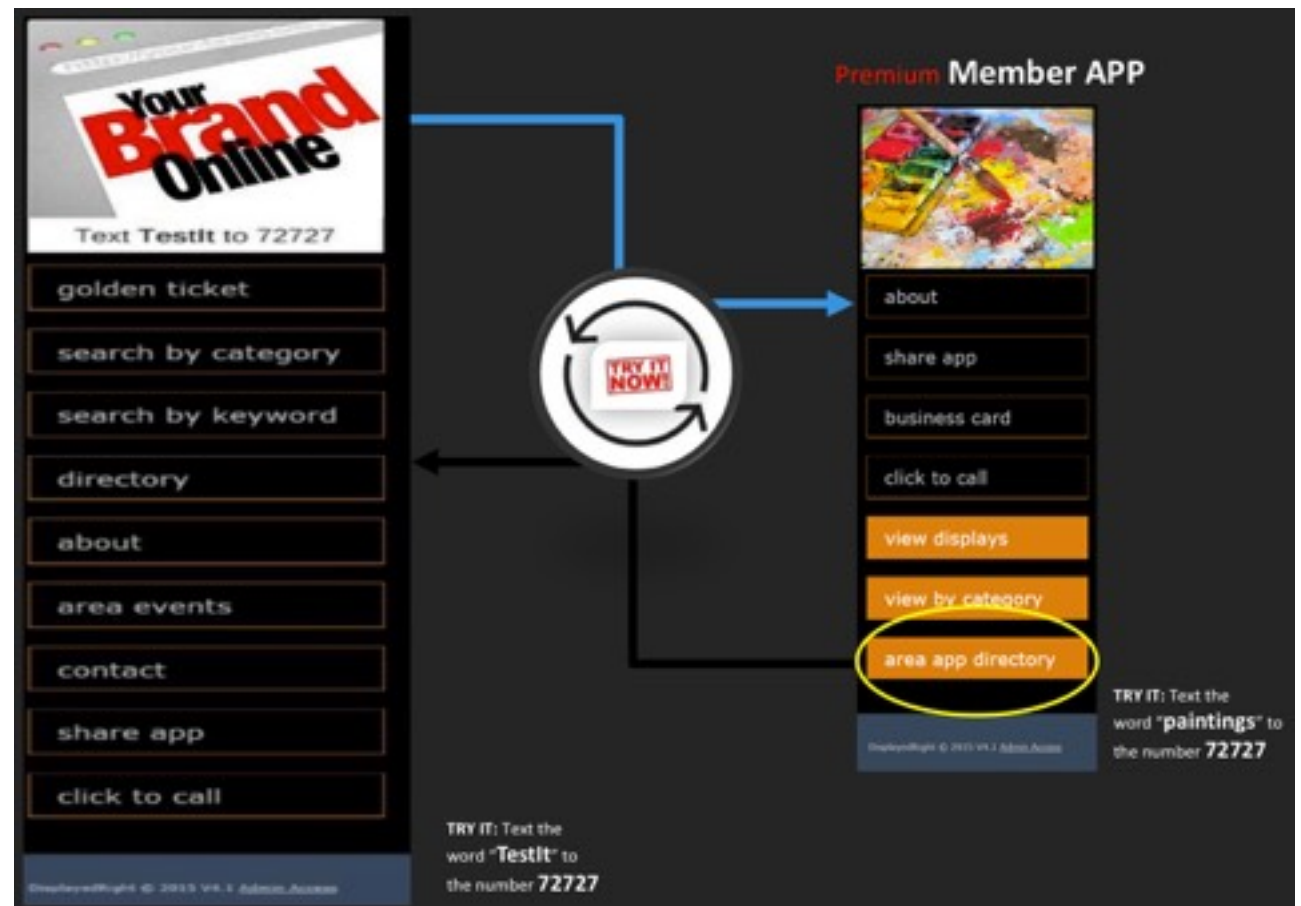
Add a Display to Catalog Without Logging In

All members do is take a picture of the display item with their phone, enter the title and description and once approved by your member it goes live. A great example of this is a realtor who just got a new listing and wants to post immediately while at the property location. They can take the picture and send it, thus updating their social media and web/mobile catalog all at the same time. Or, it could be a florist who just received a new shipment of flowers, or a bakery that just took some cookies out of the oven and wants to broadcast everywhere to come on down! The whole idea is to make everything easy and immediate for the member business and their prospects for customers.

Community Wide Networking

Did you know that the Chamber also promotes a keyword for the entire community? Not only a key word but also a mobile web app that displays all participating members. Now the Chamber can use its own keyword in all of its marketing material to direct people to the various premium member’s catalogs and story boards. What if you had a billboard next to the main road coming into town? It might say, “See our local businesses and special offers, TEXT ‘-----’ to 72727.”

Since the member apps are all tied back to the Chamber’s community app, and to each other, each time someone visits an app they are able to network to the other businesses. The network then becomes a very important and valuable directory in the community.



What We do for You through the Premium Membership Plan

Exclusive Benefit from Chamber of Commerce Membership

- We Provide the Program Automation
- We Gather Information/Interview Businesses
- We Create Unique Storyboard Presentation
- We do the Data Entry for the Business
- We Deliver Outstanding Support and Results



PRICING

The Premium Membership Plan is developed to work alongside all membership management systems without conflict or confusion. You may continue to use your current system and website as normal.

System Pricing

To implement the Premium Membership Plan, including extensive network automation for all member connections, sales materials, and education, the price is a one-time setup fee (see Agreement, Section 3: Pricing/Premium Membership Plan Promotion), which supports the included Local Golden Ticket system.

Per-Member Pricing

What will change is the membership plans you offer, but this is a simple thing to do. Current membership plans will remain in place, but you will simply add the same plan again with "Premium Edition" added to the title of the membership plan. For instance, if you have a plan called "Home Based Business" and charge \$100 per year, that one will remain but you will add another called "Home Based Business, Premium Edition" and

charge \$169.95 more per year for the premium edition along with a one-time admin fee of \$49.95. That means the same plan, premium edition, will cost the member \$269.95 per year (see “Premium Membership Plan: Revenue, Retention, and Relevance Worksheet” found at the back of Section 2: Premium Membership). Since the member pays the difference in cost, the Chamber will incur no out-of-pocket expenses.

Premium Membership + Chamber Nation System

If you are a brand new customer and sign up for both Chamber Nation and the Premium Membership Plan at the same time, we will waive the setup fee, as it will be included in your Chamber Nation order. Special pricing for Chamber Nation is available when both programs are ordered at the same time. Existing Chamber Nation customers are offered a terrific incentive to get started too.

BONUS:

As part of this combination program (Chamber Nation + Premium Membership Plan), you will be provided with the Membership Sales System binder and professional consulting as part of your program. This program is rather extensive, but easy to follow. It includes many tools and all of the support necessary for a successful roll out.



This is a Turn-Key Sales and delivery system designed to help grow Chambers of Commerce

Once your month-to-month agreement and setup is received, we will send back a counter signed agreement for your files. We will then contact you and begin to set up duplicate plans in your Chamber Nation system. You will now be able to offer two levels of membership.

If you prefer, you may also elect to only offer the Premium Edition.

Now that you have dual plans in place for new members, we'll also show you how to offer the Premium Edition upgrade to existing members. The main point to remember is that we will be with you both before and after setup with fantastic support and educational and promotional materials.



In order to make it incredibly unique and easy for prospective members to join the Chamber of Commerce, we implement our Blue-Door-Red-Door system on your website. It includes working doors and a wealth of supporting information like a video introduction,

brochures and click through information to answer any questions they may have.

We will set up your Blue-Door-Red-Door automation on your web site that will look something like this:

CONGRATULATIONS, YOU HAVE NOW GONE PREMIUM!

Once the Premium Membership Plans are set up, prospective members will choose their plan and pay the Chamber as usual.



SETTING UP A PREMIUM PLAN PROGRAM

Once your month-to-month agreement and setup is received we will send back a counter signed agreement for your files. We will then contact you and begin to set up duplicate plans in your Chamber Nation system. You will now be able to offer two levels of membership.

If you prefer, you may also elect to only offer the Premium Edition.

Now that you have dual plans in place for new members, we'll also show you how to offer the Premium Edition upgrade to existing members.

The main point to remember is that we will be with you both before and after setup with fantastic support and educational and promotional materials.

In order to make it incredibly unique and easy for prospective members to join the Chamber of Commerce, we implement our Blue-Door-Red-Door system on your website. It includes working doors and a wealth of supporting information like a video introduction, brochures and click through information to answer any questions they may have.

We will set up your Blue-Door-Red-Door automation on your web site that will look something like this:



PREMIUM MEMBERSHIP PLAN WORKSHEET: REVENUE, RETENTION, AND RELEVANCE

ENTER YOUR CHAMBER OF COMMERCE VARIABLES HERE:

Current Member Count: _____ (example: 300)

Average Annual Membership Dues: _____ (example: \$250.00)

New Member Signups Each Year: _____ (example: 30)

WHOLESALE PRICE FOR PREMIUM MEMBERSHIP PLAN:

- 1. One-time setup fee of \$49.95 is paid by member as part of their premium membership plan
- 2. We bill your Chamber \$9.95 per month for each member who purchased the premium plan

NARRATIVE FOR UNDERSTANDING THE REVENUE GENERATION:

- 1. The cost to your organization is under \$120.00 per year (billed to you at \$9.95 per month for ONLY those who have chosen to join or upgrade their membership level to premium).
- 2. We would suggest that you offer the Premium Membership plans by adding \$170.00 over your current membership plan pricing that you have identified as a premium level plan. You still continue to offer your existing membership plans so there is NO DOWNSIDE to this program.
- 3. Example \$250.00 is what you might currently charge for you “Standard Business Membership” and that can stay this same.
- 4. Now you duplicate that same membership plan but name it “Standard Business Membership, Premium Edition” and then add \$170.00 extra which now totals \$420.00 which includes all of the traditional benefits, plus the marketing / advertising component, which in itself is valued at well over \$700.00 per year and does not include the setup, or the connection, into the Chamber’s ad or mobile network. They actually save well over \$280 a year on technology, and also get their Chamber membership included!

Assuming that by offering the premium membership plan at \$50 per year more than our wholesale rate, you're able to increase new membership by 30, and that 10% (ten percent) of your current members opted to upgrade.

ADDITIONAL REVENUE TO YOUR ORGANIZATION WILL BE:

Total New Members: 30 X \$50.00 = \$1,500.00

Ten Percent of Existing Members Upgrade: 30 X \$50.00 = \$1,500.00

Total Added Revenue for the Year Is: \$3,000.00

These are conservative numbers and could easily be double this amount or more. Also, these numbers are based on a member count of 300, so if your organization is larger you would see a much bigger return.

NOW YOU DO THE MATH FOR YOUR OWN ORGANIZATION:

Ten Percent of Your Current
Member Count that Upgrades: _____ X \$50.00 = _____

New Members Added Each Year Is: _____ X \$50.00 = _____

**Add the Two Numbers Above
Together for Your Amount of
Increased Revenue per Year:** _____

The real value is not just the money but the excitement you will see when you present this program to prospects and existing members looking for a mobile strategy!

You are free to price your premium level membership plans at different levels than the example.

There is a one-time set up fee of \$49.95 per member added to the premium plan we bill that you recapture as part of their membership plan.

WORKS ALONGSIDE ALL MEMBERSHIP MANAGEMENT SYSTEMS:

The premium membership plan works with all chamber of commerce membership management systems. If you do not have a state-of-the-art membership management system, and 20% of your paid members (minimum of 50) are on a premium level plan, we will provide your Chamber with a FREE advanced membership management system from Chamber Nation at NO COST!

How much will that save you a year? _____

Questions:

Richard Scully, CEO / Richard@Tiodew.com

(855) ADD-Members / (855) 233-6362 Ext. 701



“NO LOGIN” USER GUIDE

Add Displays from your
Mobile Phone

APPLIES TO PARTICIPATING MEMBERS

Not only do we do almost all of the setup for the member, we also present the entire program to them over the phone and via screen sharing. Once the presentation is finished, we send them a “NO-LOGIN” users guide. Your members love it when they DON’T have to login.

Email photos to: _____@DisplayedRight.Com

Use “Subject” line of email for ad display title and the “Body” of the email for ad description. System will send an email back to you for approval to go live. That is all you have to do. See at _____OpenToHelpYou.Com

Easily Promote Your Business via Texting

Whenever you meet with a prospect you can **easily deliver your business card and product and services catalog** by simply asking them to use their phone and text _____ to the number 72727.

Improve Your Advertising Results

Whenever you are **advertising on the Internet via banner ads, on the radio, TV, or print**; be sure to always include “Text _____ to 72727.” This will deliver your business card, catalog, and more instantly to their phone while they are interested.

We are Your Support Team

We know that you do not like to login in and that is the reason you are a part of this program. **If you need us to make a simple update or post a new display per month**, please let us know. TEXT the word ASSISTANT to 72727.

Local Marketing Service

If you are a local business who belongs to a local Chamber, **they will also be promoting your business** through their own community-wide mobile application. You can see how this will work as it grows by TEXTING: _____ TO 72727.

PREMIUM MEMBERSHIP PLAN WORKSHEET: REVENUE, RETENTION, AND RELEVANCE

ENTER YOUR CHAMBER OF COMMERCE VARIABLES HERE:

Current Member Count: _____ (example: 300)

Average Annual Membership Dues: _____ (example: \$250.00)

New Member Signups Each Year: _____ (example: 30)

WHOLESALE PRICE FOR PREMIUM MEMBERSHIP PLAN:

- 1. One-time setup fee of \$49.95 is paid by member as part of their premium membership plan
- 2. We bill your Chamber \$9.95 per month for each member who purchased the premium plan

NARRATIVE FOR UNDERSTANDING THE REVENUE GENERATION:

- 1. The cost to your organization is under \$120.00 per year (billed to you at \$9.95 per month for ONLY those who have chosen to join or upgrade their membership level to premium).
- 2. We would suggest that you offer the Premium Membership plans by adding \$170.00 over your current membership plan pricing that you have identified as a premium level plan. You still continue to offer your existing membership plans so there is NO DOWNSIDE to this program.
- 3. Example \$250.00 is what you might currently charge for you “Standard Business Membership” and that can stay this same.
- 4. Now you duplicate that same membership plan but name it “Standard Business Membership, Premium Edition” and then add \$170.00 extra which now totals \$420.00 which includes all of the traditional benefits, plus the marketing / advertising component, which in itself is valued at well over \$700.00 per year and does not include the setup, or the connection, into the Chamber’s ad or mobile network. They actually save well over \$280 a year on technology, and also get their Chamber membership included!

Assuming that by offering the premium membership plan at \$50 per year more than our wholesale rate billed to the Chamber, you are able to increase new membership by 30, and that 10% (ten per-cent) of your current members want to upgrade.

ADDITIONAL REVENUE TO YOUR ORGANIZATION WILL BE:

Total New Members: 30 X \$50.00 = \$1,500.00

Ten Percent of Existing Members Upgrade: 30 X \$50.00 = \$1,500.00

Total Added Revenue for the Year Is: \$3,000.00

These are conservative numbers and could easily be double this amount or more. Also, these numbers are based on a member count of 300, so if your organization is larger you would see a much bigger return.

NOW YOU DO THE MATH FOR YOUR OWN ORGANIZATION:

Ten Percent of Your Current
Member Count that Upgrades: _____ X \$50.00 = _____

New Members Added Each Year Is: _____ X \$50.00 = _____

**Add the Two Numbers Above
Together for Your Amount of
Increased Revenue per Year:** _____

The real value is not just the money but the excitement you will see when you present this program to prospects and existing members looking for a mobile strategy!

You are free to price your premium level membership plans at different levels than the example.

There is a one-time set up fee of \$49.95 per member added to the premium plan we bill that you re-capture as part of their membership plan.

WORKS ALONGSIDE ALL MEMBERSHIP MANAGEMENT SYSTEMS:

The premium membership plan works with all chamber of commerce membership management systems. If you do not have a state-of-the-art membership management system, and 20% of your paid members (minimum of 50) are on a premium level plan, we will provide your Chamber with a FREE advanced membership management system from Chamber Nation at NO COST!

How much will that save you a year? _____

Questions:

Richard Scully, CEO / Richard@Tiodew.com

(855) ADD-Members / (855) 233-6362 Ext. 701



3

SALES AND MARKETING



R & S Consulting

"Relevance, Revenue, and Retention"

www.RandSTools.com



OVERVIEW



Previously in this material we've made mention of R and S Consulting because they are a group that focuses specifically on providing our customers with the sales and marketing support in the area of membership sales.

For instance, this binder is provided by R and S Consulting, as well as the training services as part of your R and S Consulting subscription. When you need sales training, or materials, please contact us at

MEMBERSHIP SALES SUPPORT: (530)-539-4259

Setting up Messaging to Support Your Network

Keep in mind that the Internet and websites are no longer simply a place to view information, but in many cases are now the primary door to doing business with customers. Local online networks are nearly non-existent except for Chambers of Commerce and local newspapers. In these cases, they are often the only networks used at a level that can easily become a full blown advertising network for local businesses.

It is very important that the leader of the Chamber of Commerce begin to refer to themselves as the “Local Network Provider (LNP)” and be able to readily explain what this means to their members.

Typically One Network Per Community

Although Tiodew does not guarantee this, we do work towards only having one network per community. In some cases there might be cross-over if a newspaper using our system, for instance, services a large region where we have a Chamber of Commerce or vice versus.

As of this writing, we know of no areas where there are network cross-over issues. This is important to us because we believe that this service really needs to be EXCLUSIVE to the organization we serve in order to enhance the value and help in the retention aspects of the program.

Getting a Business to Join

This used to be the million-dollar question when relevance was difficult to prove. Still adding members is not a cake walk, and since each organization and community has unique differences we won't tell you that we have all of the answers, but we do have a terrific strategy to make it easier.

Fortunately, there is a great strategy to follow now that you have both a Premium Membership Plan and staff to carry out all of the work for new and upgrading members. Prospects approached by the Chamber often complain that they don't think the Chamber can help them grow, or when they were a member they felt under served. Whatever the excuse they claim its now about proving the value of membership versus stating the value of membership.

These days with changing demographics of business owners (younger generation), and with all the different ways presented to them to market a business, it can be very challenging to present the organization in a way that makes it relevant and shows the value of membership.

There should be two goals. First is keeping the members that you already have. Second would be getting new members. So how does offering the Premium Edition work in doing this?

MAKE SURE OF THE FOLLOWING:

1. Make sure you have signed and faxed back the agreement.
2. You and your sales staff (ambassadors) need to understand how the Premium Edition tools work and how they benefit the business owner. If you have read this training manual you should have a good understanding. If you viewed the example by texting the keyword “paintings” to 72727 you should have a good feel for what it looks like on a mobile device.
3. Review all services by visiting www.PremiumMembershipPlan.com and when you present this to prospective members they will truly be amazed. If you still need more time with our training team, or would like to schedule a group conference call please let us know... we are here for you and it's all included with this program.
4. Have a plan to add prospects to your database. If you are using a Chamber Nation system there are a number of tools to help you build a prospect list. Everything from using the contact database, to a drip-marketing program, you can start prospecting. (See Exhibits E1, E2, E3, and E4 in Section 5: Additional Services for four examples.)
5. Implement our marketing plan that includes all of the benefits for joining the organization, plus the Premium Edition. Marketing materials are available in the reference section of this manual.
6. Verify that your web site now includes the Blue Door Red Door program that is found by clicking on the “Join” link from your Chamber website.
7. Begin using the automated proposal delivery system that is included with every new Premium Membership Plan program. If you are not familiar with this system please let us know.

RESOURCES FOR DEVELOPING LEADS FOR NEW MEMBERS:

1. Did you know that you can use the Chamber Nation mobile app (www.ChamberApp.com) to add prospects to your database? You could teach your board members and ambassadors how to use

the app to add prospects and then you can follow up on those leads.

2. Use the drip marketing program to inform prospects on the benefits of Chamber membership. (See Exhibits E1, E2, E3, and E4 in Section 5: Additional Services for four examples.)
3. Probably the best way to get new members is by visiting their business. If you have a tablet you can upload the Premium Edition slide show and show the benefits in living color. If not, printed color slides in a binder will work great.
4. <http://www.premiummembershipplan.com/member-slides.html>
5. Show them on the phone the paintings app. Text “paintings” to 72727, and for the Local Golden Ticket have them text “tsalon” to 72727.
6. Explain to them that the texting keyword marketing should be used in all of their advertising. Use it in newspaper ads, magazines, flyers, business cards, and all other advertising like radio and TV.
7. Do not forget to tell them how their app is networked with other businesses in the community and with the Chamber’s app. Let them know that the Chamber will be promoting these apps and driving even more traffic to their business.
8. Everyone likes a special offer, so let them know that they can use a keyword to drive traffic through the Local Golden Ticket program. Show them by texting “tsalon” to 72727.
9. Let them know that the added benefits of Premium Edition are designed to be easy for them, and that there is a USA based support team that will be doing most of the work for them.
10. Always let them know of all the benefits of membership, plus the added benefits of the Premium Edition.
11. Leave them with some of the printed material you have that explains the benefits of membership. Use the material under Exhibits (found in Section 5: Additional Services) to add to your traditional member material.

12. Explain the value proposition. Did you know that we estimate the value of the Premium Edition at well over \$700.00 per year, not including any of the set up or benefits of being connected to the Chamber of Commerce advertising network.
13. Last but not least, let them know that they can track how successful their advertising is because they will be notified by text and emailed each time a prospect uses their texting keyword.
14. Now ask them if they would like to receive a full business proposal from the Chamber. If they say yes simply have them use their phone to text the word _____ to 72727. Let them know to follow the prompt and you will be able to deliver them a proposal right away.

Now the Chamber has an amazingly easy and professional way for you, your staff and even your ambassadors to deliver professional proposals to everyone.

Automated Texting Membership Proposal System



Everything we develop is around the concept of improving Chamber Relevance and saving either your members, or our customers **TIME**.

For this reason we have developed a fully automated membership proposal system that is accessed by simply texting the word (we will provide this to you later) to 72727. Once that step is completed, a short questionnaire is presented on the mobile device where your prospective member can enter some information. This information is then used to deliver a beautiful membership proposal that comes from your Chamber. Our Chamber customers have nothing to do but to make sure the prospective member texts in and answers a few questions. You can even do this for the member while talking to them on the phone or in person.

A terrific way to be sure that ALL OF YOUR prospects, regardless of your sales rep, or ambassador, are receiving the best proposal possible.

You're going to be amazed at the quality of our easy to use services that we provide to your Chamber of Commerce and to your members.



DRIP MARKETING DESCRIPTION

The Drip Marketing System is a way to set up drip programs. Each program is tied to one or more trigger events (joining, signing up as prospect, etc.); and then multiple email messages are set up for the program. Each message is set up with a timeframe (number of days past the trigger event that a message is sent). When the trigger event occurs, the series of messages are queued to be sent to the person that triggered it.

Once a program is set up, the messages are scheduled automatically. But, if you want to manually schedule a program for a given person, or to remove scheduled messages, go to the contact database, look up the member, and then click on the link at the bottom for Drip Marketing Messages for this Member. This shows the messages scheduled with links to remove them. There is also an add button at the top, where you can select a program, and add it to this member/prospect.

WORKSHOP TRAINING DEVELOPMENT



EDUCATION



ABILITY



SKILLS



INSTRUCTION



PRACTICE

4

SYSTEM TRAINING



Chamber Nation®
powerful chamber management



SUPPORT LEVELS

1. **Administrative Technical Support** for our membership / advertiser management systems. This support is accessed by logging into your Chamber Nation or Advertiser Support System and clicking on the HELP or SUBMIT A TICKET link located on the top of your dashboard.
2. **Sales Support Team** from R and S Consulting is provided as part of your subscription to help in the training and providing sales support materials for your organization. You can contact this support team by visiting www.RandSTools.com.
3. **Member and Advertiser Support** is provided to all premium plan participants at no additional cost to them, or to the organization that we serve. Our team is on-deck to provide your members with incredible USA-BASED SETUP AND SUPPORT intelligence. We mention intelligence because we realize that your member advertisers are looking for intelligent support and setup, not someone asking them what they want. Obviously we care about them receiving a terrific deliverable, but we also realize that most do not know how to direct our efforts to help them. This support is accessible by visiting www.PremiumMemberSupport.com,

Setup Services



Once a member advertiser joins at the premium level we are automatically notified “when also using Chamber Nation System,” and then contact that business to begin the setup process. We often introduce ourselves as working for your organization and appreciate their premium level subscription.

During our setup we activate an instance on your network for their business, assign a sub-domain, texting keyword, 3-D storyboard, Local Golden Ticket, one-time use wireless access account, and mobile application.

During the configuration we will accommodate the look using their own photography, or license graphics from Fotolia.com on their behalf at no charge.

Artwork for their Local Golden Ticket is handled by our graphics team and implemented in the community network, 3-D Storyboard, and within both the subscriber’s and community mobile applications. This automated process is started and confirmed by our team.

The window displays, otherwise known as “Ad Displays,” are created by our team and then automatically posted out to the community mobile app, Chamber or Newspaper website directory, the business mobile web app, 3-D Storyboard, Catalog, Facebook, and Twitter for exhaustive promotion.

Ongoing professional support is maintained at all times with members and organizations.

Support and Set Up

Support is included for you, staff and your members. We know that most business owners are too busy or just don’t have the technological ability to get them where they need to be. That’s where our support center takes control. Our support center will contact the business and do all of the set up. They will even add the first 8 items to the display center. If the business does not have their own photography, our team will provide licensed stock photography at no additional cost.

What ends up happening is that all the participating businesses will have beautiful presentations of their goods and services. Their business will be part of a local network where all of the businesses are presented beautifully and with rich content.

- Technical Support for Chamber Administrators: (855)-233-6362
- Premium Edition Member Support: (844)-487-3663
- Sales System and Training Support: (530) 539-4259





CHAMBER NATION

Chamber Nation is a collaboration of chamber executives. We continue to hold (open mic) national customer meetings on a monthly basis. We do this so Chamber Nation is always able to deliver the best possible solution for Chamber of Commerce leaders.

- A complete membership development system
- A complete membership management system
- A sophisticated platform delivering Chamber Relevance to improve membership sales and retention
- A complete broadcasting system so that the Chamber can become the Official Area Network
- A syndicated calendar and event management system for central community event promotion
- A local networking system providing area search engine services to the local business community

- A program that's similar to having your own information technology team onsite for you and members
- A award winning program backed with hundreds of references

Chamber Relevance

We have invested heavily as a company to develop a membership surround. In other words, incredible member services that are exclusive to Chamber of Commerce membership. So when you implement Chamber Nation, you are implementing a system that not only makes it much easier to run a Chamber, but also to sell memberships while also improving Chamber of Commerce value for improved retention rates.

CHAMBER NATION'S COMMITMENT TO YOU

We are working every day to make your experience one that is far above your expectations. We continue to reach out to our chamber executives for input and develop the latest technologies in the industry. Support and training is included throughout the lifetime of our relationship. Our goal is that the chamber will be the communities' most important point for information and that the chamber will retain and grow membership.

System Features

Membership Management System	Membership Development System	Event management and Social Posting Promotion
Integrated Mobile Management System	General and Member Service Reposting	Integrated Member Communications
Project and Committee Management	Advanced Member Area Functions with Live Support	Banner Advertising Posting Management System
Drag and Drop Website Editing	Facebook, Twitter, and Integrated Social Network	Centralized Membership Billing Automation

System Features
Continued

Media Management and Hosting Service	News Network and Press Release Mgr.	Advanced Member to Member Referral Trading
Online eLearning Builder and Member Library	Legislative Action Center and Broadcasting Tool	Remote Mobile Access and Management
Integrated Member and/or Public Store for Merchandise Ads	Customer Relationship Management (CRM) System	Drip Marketing System for New Members, Prospects, and More
Option for Full QuickBooks Integration	Chamber Daily Deal Workflow and Broadcasting	Please Latest Refer to ChamberNation.Com

Membership
Management

With Chamber Nation in place you will have all of your member information in one easy to access location. Record contacts with your members, even set reminders for future contacts. Send electronic referrals to members. Customize membership plans and categories with easy one step member activations. View member billing history, events attended, cross referenced listings, directory hits, and more with just one click. Members have their own login to update personal data, submit events, manage their personal directory page, mobile app, coupons, online store, going green program, and participate in surveys, view reports and files and much more.

Reporting

Create custom reports based on the various data elements carried within the member data base. View the extensive range of billing reports and options. Create membership directories, mailing labels, name tags, certificates, and other useful documents.

Communication

Communicate with your members based on selection criteria. This criteria may be by categories, membership plans, projects, committees, start dates, level of activity in the Chamber and more. Create beautiful newsletters and email broadcasts. If you prefer using Constant Contact we do offer a full connection, but that is not required.

Event Management

Set up multiple calendars; i.e. a calendar for chamber events, a calendar for community events and even provide calendars to other organizations they use in their own websites so an “official area calendar” can be created for the entire community. Delivered through websites and mobile devices. There is no limit on the number of calendars you may distribute for joint use. Calendars will display on your web site and offer different views and printable PDF versions. Send out invitations to calendar items. Create events that people can register for and pay for online. Add packages to your events. Create name tags and sign in sheets for events. Send out a survey after the event. Even access this are of the system via your mobile app.

Mobile Applications

Move your chamber to the mobile world with your own official mobile app. Let the public download the chamber app (chamberapp.com) from iPhones, iPads, Android Phones, Tablets and HTML5 devices. They will discover directories, events, community information and much more right on their phones. Members and chamber staff can also perform functions using the app just as if they were on the web site.

Members Area Functions

Manage files in the media and file center. Create message boards. Use the online learning center to create training material for members. Create surveys for members that will store all of the responses in a database. Set up and manage projects and committees. Use the proposal submission function to request RFPs for speakers.

Banner Ad Advertising

Use the banner ad program to generate income for the chamber. There are even category specific banner ad spots for your directory. View reports on banner click through's and directory hits. Take a look at a search report that will let you know what people are looking for in your directory and either finding it or not. View a report on member optimization status.

Website Management

Use the back office to manage many things that will automatically show on your website. Manage news items, press releases, classified ads,

and relocation guide, even a donation/wish list for non-profits. Searchable directories are automatically updated on the website every time you make a change in the database, calendar and event items are updated in real time. Search engine optimization is built into the program. Online member applications and member logins are connected to the website. The Chamber has an online store connected to sell items like advertising packages. Manage your coupon programs like the chamber daily deals program, member to member coupons, and directories of your member special offer.

Social Networking

Manage your Facebook, Twitter, and your own Member Business Network from one dash board. Send calendar items, events, and regular posts to your social media all at one time. Even set dates for future postings.

Billing Management

Create invoices for dues and non-dues items. Record payments, view reports on aging and historical billing data, forecasting reports and much more. Print or email invoices in one quick batch. Connect with PayPal or a merchant account and allow payment for events and member dues with a credit card online. Create recurring non dues invoices and event invoices and payment reports. Access this information while in the field via your mobile phone to check on member payment status while you visit them. Optional full integration with QuickBooks is available.

News and Press Releases

Create news items and press releases that will automatically be added to your web site and mobile apps. There is even a legislative action center to get your members involved with communicating the chamber's concerns to their representatives.

Connect with Members

Provide your members with many marketing and search tools. These include beautiful directory pages and tie-ins with the members' social media. Premium members can open a large on line store (or "services catalog" if not a retailer and no price entered) where they can display

up to 100 items (or services) through their own website or via the supplied member catalog and mobile website. There is a Going Green program for members to show what they are doing to go green. Members can participate in various coupon programs. Members can submit events and participate in the many online activities the chamber is providing by using their unique login information.

It Works for Members

We provide your members with incredible support so that we can assure our customers that the economic development tools inherent within our system (your system) work to increase commerce. We help you put the “Commerce” back into the Chamber of Commerce!



**It's Expandable, It's Supported, and
It's Appreciated by Tens-of-
Thousands of Users.**

knowledge

knowledge

\ˈnā-līj\



ability

experience

awareness

power

judgment • learning • intelligence

: information, understanding, or skill that you get from experience or education
: awareness of something : the state of being aware of something

Research
- Market
- Customer

IDEAS
ACTION
PLAN

5

HELP CENTER INDEX

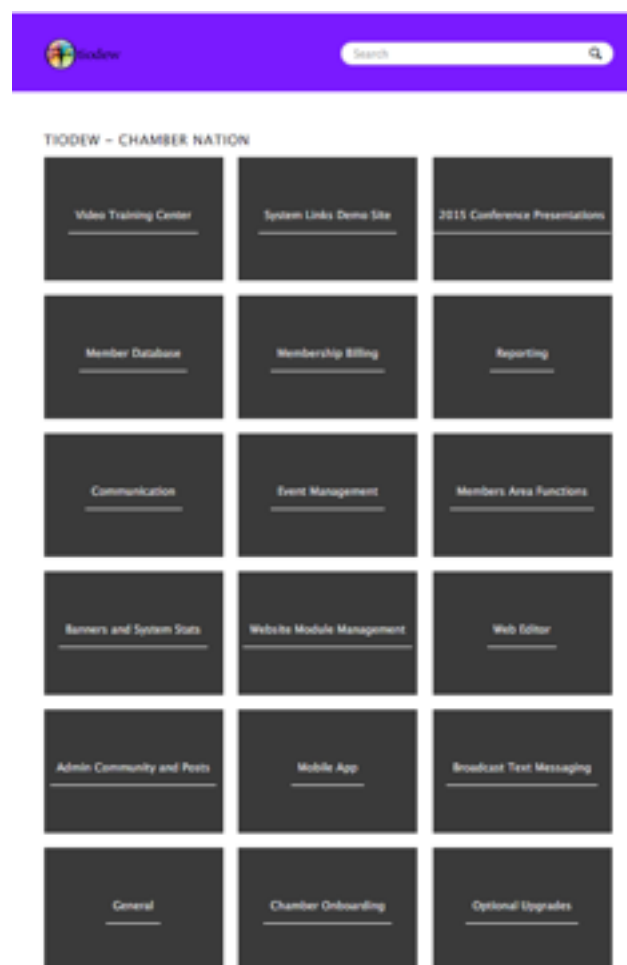


Chamber Nation®
powerful chamber management



VIDEO TRAINING

CHAMBERCLASSROOM.COM



The video training center is your place for on-demand video training on many of our Chamber Nation Modules. We have created these videos in-house so that what you are looking at on the video is the same thing you will find in the administrative center of Chamber Nation. However, please note that as our system grows, there are times where minor changes are made after these videos have been completed. The basics of the functions and the majority of the material

will still all be identical, but small pieces may vary.

We encourage you to utilize these training videos for training new Chamber employees, or even for refreshing yourself on how something is done. These videos are available to you at your convenience and were broken down into bite-sized pieces to make it easier for you to find exactly what you are looking for without having to sit through an hour long video just to find the 2-minute segment you are looking for.

While these videos do not cover all of the Chamber Nation modules, we are working to add more videos all of the time – so keep checking out the Video Training Center.

I. Beginning Videos

- o Opening Two Browser Windows Video
- o How to Log In Video
- o Membership Plans Video
- o Member Categories Video
- o Member Database Video
- o Sending Welcome Emails Video

II. Intermediate Videos

- o The CRM System Video
- o Adding a Referred By Drop Down Option Video
- o Creating an Overnight Event Registration Video
- o Creating a Form Letter to Send to Your Members Video
- o Send Leads to Members Video
- o Leads Trading Game with Points Video
- o Request Proposal Module for Public from Website Video
- o Syndicated Calendar System Video

- o Multi-post to Social Networks Video

III. Broadcast Messaging Videos

- o Accessing Broadcast Messaging Video
- o Understanding the First Screen of Broadcast Messaging Video
- o Setting up a Broadcast Message Video
- o Selecting Recipients of a Broadcast Message Video
- o Resending a Broadcast Message Video
- o Confirm Message Details and SPAM Score for Broadcast Messages Video

IV. Calendar of Events Videos

- o Understanding the Calendar of Events Admin Video
- o Adding a New Calendar Event Video
- o Calendar Invitations Video
- o Viewing Invitations and Tracking Attendance Video

V. Event Registration Videos

- o Accessing Event Registration Video
- o Understanding the Event Functions Video
- o Adding Event Details Video
- o Adding Event Confirmation Verbiage Video
- o Adding Event Packages Video
- o Editing Event Packages Video
- o Adding Event Custom Fields Video

- o Adding Event Administrative Fields Video
- o Preview New Event Registration Video

VI. Newsletter Manager Videos

- o Accessing the Newsletter Manager Video
- o Understanding the First Screen of the Newsletter Manager Video
- o Overview of Newsletter Template Selections Video
- o How to Create a New Newsletter Template Video
- o How to Create and Send a Newsletter Video

VII. Tiodew Website Editor Training Videos

- o Tiodew Website Editor Login Video
- o Tiodew Website Editor Overview of Left Access Panel Video
- o Tiodew Website Editor Pages Overview Video
- o Tiodew Website Editor Editing Page Video
- o Tiodew Website Editor Understanding Text Video
- o Tiodew Website Editor Photo App Video
- o Tiodew Website Editor Add Multimedia Video
- o Tiodew Website Editor Embedded Code Video
- o Tiodew Website Editor Blog Video
- o Tiodew Website Editor Files Video
- o Tiodew Website Editor Design Video
- o Tiodew Website Editor Publish Video

VIII. Snappages Website Editor Videos

- o Logging in to the SP Editor Video
- o Understanding the SP Dashboard Video
- o Understanding the SP Page Editor Modules Video
- o Editing a SP Page and Changing Settings Video
- o Understanding the SP Text Module Area Video
- o Tour the SP Media Module Area Video
- o Tour the SP Elements Module Video
- o Understanding the SP Widgets Module Video
- o Understanding the Plugins Module Video
- o Saving and Publishing Your SP Pages Video
- o How to Use the SP Blog Feature Video
- o How to Use the SP Photo Publishing System Video
- o Using the SP Files/Download App Video
- o Using the SP Themes Editor (Advanced Users) Video
- o Using the SP Mobile Themes Editor (Advanced users) Video

IX. DisplayedRight Training Videos

- o DisplayedRight Logging In Video
- o DisplayedRight Preferences Area Overview Video
- o DisplayedRight Ad Displays Dashboard Overview Video
- o DisplayedRight Add or Edit Ad Displays Video
- o DisplayedRight Add Displays Right from Phone or Tablet Video
- o DisplayedRight Multi Post to Facebook, Twitter and More Video

- o DisplayedRight Overview Stats Video

X. Strategy With Our Founder Videos

- o Building Membership With Commerce Control Panel Video
- o Explaining the Integrated Community Tools Video
- o U.R. The Network and Why Video
- o What is Chamber Squad Video
- o What is Tiodew Video

XI. Chamber Sales Support

- o Membership Sales Plan
- o Chamber Economics Concept (Expired Program)

XII. What is Chamber Nation Video

- o Interview with Chamber Nation Founder, Richard Scully Video



MEMBER DATABASE

The Member Database is the heart of the MMS system. It allows an organization to track member information, report on it, grant/deny access to the members' area, and send broadcast emails to the members and more.



Members (and other contacts such as prospects) are assigned a "Member Type". These are edited from the Member Plans section.

From the Member Database Admin area, administrative-level users can alter all information for all members. Admins can add, change, and delete members. They also have the capability to change their member status.

The Officers List (Board of Directors) list is also controlled from the Member Database.

I. Tiered Membership Plans

- o How can I create a tiered membership graph that shows the member benefits at each level of membership?

II. CRM System

- o CRM System Intro
- o Ticklers
- o Referral Tool

III. Member Database

- o Can I limit members to 2 categories only?
- o Member-level Features
- o Member Database Intro
- o Member Database Admin
- o Membership Plans
- o Member Database Fields
- o Granting Access to Members
- o Officers/Board Members
- o Multi-Member Accounts
- o Match Merge
- o Mass Entry of Data



MEMBERSHIP BILLING



The Membership Billing System is an extension of the member database that allows you to create membership invoices and track dues payments. This part of the MMS is designed to be flexible, offering a variety of fea-

tures that an organization can pick-and-choose to meet their particular needs.

In this portion of the user manual, there is a section with a general explanation of how to handle member renewals, followed by various sections explaining the features of the billing system-

- Creating Invoice Records
- Documents/Notifications
- Recording Payments
- Processing Drops
- Viewing Transactions
- Reporting/Data Export

I. Quickbooks Integration

- o Quickbooks Integration Services

II. Membership Billing

- o Red Door Plan Calculations – Convert Regular Member to Premium Membership Plan
- o Member Billing System
- o MMS Member Billing System Training Video
- o Member Billing Intro Video
- o Member Billing Reports Video
- o Member Renewals Video
- o Handling Member Renewals
- o Member Renewals and Duplicates
- o Creating Invoice Records
- o Invoice Documents
- o Email Renewal Notifications
- o Recording Payments
- o Receipt Documents
- o Refunds
- o Dropping Members
- o Reinstating Members
- o Viewing Transactions
- o Reporting/Data Export
- o Non-Dues Invoices

- o Membership Add Ons
- o Corrections/Voids
- o Monthly Payments with CIM
- o Full Automation – Nightly Jobs
- o QuickBooks Interface
- o Sync Operation



REPORTING

There are variety of reporting features included in the MMS system. Many organizations have specific reporting needs, so if you don't see a report or label that will work for your group, feel free to ask for an accommodation. Often, a customization can be accomplished at low cost or at no cost.



Quick Reports - these are some basic, ready-made reports that are available to all members. The Quick Reports are available under the Members Area Features subsection of the main menu.

Member Name Search - under the Members Area Features on the main menu, this is a feature that allows all members to search for a particular member based on name (first name, last name, business name).

Member Directory - largely used by organizations in Business mode, the MMS offers a facility that can be linked to outside of the members area. This present the public with a way to search for members based on business name, keyword, category. There is also an option to allow the user to view all members.

Reporting/Lists/Labels - this feature allows a quick method for an admin to create a report, mailing labels, or to extract data to a comma-delimited file (.csv).

Custom Reports - this is a more powerful, but more complex method for setting up reports that can be re-used again and again. These reports can also be included in the quick reports section, making them available to the general member (member-level) users.

I. Miscellaneous Reporting Topics

- o Reporting Intro
- o Member Search/Directory
- o Google Maps

II. Lists and Labels

- o Reporting, Lists, Labels Info
- o Mailing Labels and Avery Forms

III. Quick Reports

- o Creating a list of members that have not optimized their TCS page
- o Quick Reports Info

IV. Custom Reports

- o Custom Reporting Info
- o Exporting to Excel



COMMUNICATIONS

I. Multiposting



In several locations in the MMS, you will see links labeled 'multipost' or 'mpost'. This is a link to the Multipost feature. Multipost allows to you create a single post, and then post it to multiple social networks in one step. Multipost currently allows posting to the following social networks: Facebook, Twitter, and the MMS' internal member social network. We are working on adding other social networks to this list.

To use this feature, click on the link. You will then be presented with a page where you can enter text for your post. It will often be pre-populated with info based on where you clicked the mpost link (if in the calendar, it would pre-populate with that event's info, so you can post about your event).

Before sending a multipost, you will first want to link your Facebook and/or Twitter accounts. What this means is that the Facebook or Twitter account will be linked to your member record, so that anytime you want to multipost, you will be able to post to the social networks you have access to. (When other users use multipost, they will have to link their Facebook and Twitter accounts to their own member record.) To link your Facebook and/or Twitter accounts, click on the button at the top - My Accounts. Then click on the Facebook or Twitter tab, and click on the button to connect. From there, follow the instructions.

There is an optional date and time field available. This will allow you to schedule when the multipost is made (this is so you can set up a reminder for an event to be posted at a later date/time). Connections to social networks (aside from the MMS social network) are only valid for 60 days. Be sure to reconnect your account every 60 days if you're scheduling posts. (as of this writing, 11/4/13, it's not clear that scheduled multiposts will not refresh the validity of your MMS-to-FB and MMS-to-Twitter linkage)

I. Multipost

- o Multipost/Social Networking Intro
- o Linking to Facebook Pages

II. Drip Marketing

The Drip Marketing System is a way to set up drip programs. Each program is tied to one or more trigger events (joining, signing up as prospect, etc); and then multiple email messages are set up for the program. Each message is set up with a timeframe (# of days past the trigger event that a message is sent). When the trigger event occurs, the series of messages are queued to be sent to the person that triggered it.

Once a program is set up, the messages are scheduled automatically. But, if you want to manually schedule a program for a given person, or to remove scheduled messages... go to the contact database, look up the member, and then click on the link at the bottom for Drip Marketing

Messages for this Member. This shows the messages scheduled with links to remove them. There is also an add button at the top, where you can select a program, and add it to this member/prospect.

II. Drip Marketing

- o Drip Marketing Intro

III. Social Networking

In several locations in the MMS, you will see links labeled 'multipost' or 'mpost'. This is a link to the Multipost feature. Multipost allows you to create a single post, and then post it to multiple social networks in one step. Multipost currently allows posting to the following social networks: Facebook, Twitter, and the MMS' internal member social network. We are working on adding other social networks to this list.

To use this feature, click on the link. You will then be presented with a page where you can enter text for your post. It will often be pre-populated with info based on where you clicked the mpost link (if in the calendar, it would pre-populate with that event's info, so you can post about your event).

Before sending a multipost, you will first want to link your Facebook and/or Twitter accounts. What this means is that the Facebook or Twitter account will be linked to your member record, so that anytime you want to multipost, you will be able to post to the social networks you have access to. (When other users use multipost, they will have to link their Facebook and Twitter accounts to their own member record.) To link your Facebook and/or Twitter accounts, click on the button at the top - My Accounts. Then click on the Facebook or Twitter tab, and click on the button to connect. From there, follow the instructions.

There is an optional date and time field available. This will allow you to schedule when the multipost is made (this is so you can set up a reminder for an event to be posted at a later date/time).

Connections to social networks (aside from the MMS social network) are only valid for 60 days. Be sure to reconnect your account every 60 days if you're scheduling posts. (as of this writing, it's not clear that

scheduled multiposts will not refresh the validity of your MMS-to-FB and MMS-to-Twitter linkage).

III. Social Network

- o Networking Tools
- o Multipost/Social Networking Intro

IV. Newsletter Editor

The MMS offers a newsletter editor that allows an organization to edit and publish an electronic newsletter. This means a newsletter that is published via HTML-formatted email.



The newsletter editor works by first setting up 'templates' for the publications you want to create. The template allows you to set up the common attributes for the publication such as the header image, masthead, colors and more.

Once a template is created, you can add a newsletter (issue) and add/edit articles within the newsletter. As months go by, you can copy a prior month's newsletter to make it easier to create a new issue.

NOTE: HTML-formatted emails can be tricky at times, given that there are so many email clients out there (Outlook, Thunderbird, Gmail, etc). They don't all render HTML in the same way. As a rule-of-thumb, keep things simple. If you keep the formatting simple, you increase the odds that your newsletter will look good in all email clients

IV. Newsletter Editor

- o How do I upload images in the body of my newsletter article?
- o Newsletter Editor Intro

- o Newsletter Template
- o Editing a Newsletter
- o Sending Out the Newsletter
- o Newsletter Configuration

V. Broadcast Messages

The Broadcast Message feature of the MMS allows an admin-level user to send a simple email to the members, or a portion of the members, or to a selected few members.



After selecting Broadcast Messages from the Administrative Functions section of the main menu, the user is presented with a menu to "send new message" or to "re-send/add recipients" to a message already sent.

To send a new message, click on "Send New Message", you are then guided through a series of pages-

1. Message Details

On this page, enter your name for Sender, enter your email for Sender (Reply) Email, enter a subject and your message.

2. Attachments

On this page, you can add files that you would like attached to your message. Use the Browse button to find the file on your local drive, Click on Attach to upload and attach the document to your message

3. Recipients

Here you can designate who receives your message. Members (or non-member contacts) can be added one-at-a-time using "Add Selected Members to List". Recipients can be added in groups using the "Add Recipients by Membership Plan" or similar functions- add by Project/Committee, Join Date, Business Category, etc. See the section on Managing Lists for best practices.

4. Message Details

This is a confirmation page. Review the details of the message here before sending. When ready, click on the Send the Message button.

V. Broadcast Messages

- o How do I send a Broadcast Message to only people in certain categories?
- o How do I edit a saved broadcast message?
- o Broadcast Messages Intro
- o Bounced Emails
- o Broadcast Message Configuration
- o Managing Lists
- o Email Unsubscribe Requests
- o Formatting Tips
- o Avoiding Spam Filters



EVENT MANAGEMENT

I. Event Registration

The Event Registration System allows an organization's members (or non-members) to sign-up for conferences, conventions, and other complex events.

The event registration system is designed to allow an admin to set up an event, offer a link to the public and/or the members, then wait for attendees to register for the event.

The admin can also manually enter attendees into the system (for example, if an attendee sends in a check with a paper registration) so that the system can be used not just to allow for online registration, but to use the various reports available to produce attendee reports, name tags, and more.



Quick Set-Up Procedures (for more detail, look at the other help info in this section)

To set up an Event Registration, go to the Event Registration Admin menu (Event Registration Admin, under the Administrative Functions subheading on the main menu) and follow these steps:

1. Click on "Add New Event"
2. Enter the event name, description, dates, payment options, cutoff dates, and any other applicable fields available on this page. It's important to enter a notification email address. When people sign-up for the event, a notification will be sent to this address.
3. Click on Continue. You will be taken to the Event Packages.
4. Click on "Add New Package" (You need to add at least one package. If no cost is associated with the event, create a package with \$0.00 as the cost). Remember that registrants can only select 1 package.
5. Enter the package name, description, and cost.
6. Click on submit.
7. Repeat steps 4-6 to add additional packages
8. Click on Continue. You will be taken to the Custom Fields.
9. If you need to add additional fields (for session selection, meal selection, or other information that you need to collect) this is where you can add these fields. If not, your set-up is complete at this point.
10. Click on "Add New Field"
11. Select the field type and click on Submit.
12. Enter the information related to the particular field and click on submit.
13. Repeat steps 11-12 to add additional custom fields.
14. When you are done entering fields, click on Continue to finish setting up your event!

I. Event Registration

- o Event Registration Intro
- o Setting Up a Registration
- o Packages
- o Members –v- Non-Members
- o Custom Fields
- o Admin Fields
- o Editing Attendees/Payments
- o Refunds
- o Event Reporting
- o Discount Codes
- o Event Registration Messages
- o Event Registration Configuration
- o Event Billing: Separate from Dues Billing

II. Calendar Invites

II. Calendar Invites

- o Invitations

III. Calendar of Events

The Calendar of Events feature is one of the most frequently used features in the MMS. It falls under the category of Content Management Tools as it allows an organization to keep a calendar updated on their website. It also fits into the category of Member Communication Tools because it is integrated with an event invitation system. Beyond that, there is a Member Tracking component as well. The Attendance module allows an organization to track member attendance at various events.

The format of the calendar is very flexible and customizable, allowing for multiple list-type formats and a flexible grid (calendar style) format. If you have special needs for your calendar, feel free to contact us.

III. Calendar of Events

- o How do I print the Chamber Calendar from the Website?
- o Calendar of Events Intro
- o Calendar of Events Usage
- o Calendar of Events Fields
- o Attendance Tracking

IV. Calendar Automation

IV. Calendar Automation

- o Broadcasting Member Events
- o Member Calendar Network

Learn More: www.OfficialCalendarNetwork.com





MEMBERS AREA FUNCTIONS

I. Resource Reservations



The resource reservations modules can be used to allow members to reserve a resource that the association has. This could be a conference room, a party room, an LCD projector, or anything that you allow members to use for a limited time.

Setting it up

To use this feature, go to Resource Reservations under administrative functions. From there, click on add to add a new resource. Enter the name and description and click on submit. Repeat for additional items/resources.

How members use it

Now that you've set up a resource, any member who logs in can reserve the resource for a block of time. To do this, they can click

on Resource Reservations under members area features (at the bottom of the members area menu).

Clicking on a block of time, they will be prompted to enter in the details, start time, end time, etc. After they enter this, then that block of time will be reserved for the member.

I. Resource Reservations

- o Resource Reservations Intro

II. Proposal Submissions

II. Proposal Submissions

- o Request for Proposal System
- o RFP – Setup
- o RFP – Edit Request – Pg 1
- o RFP – Edit Request – Pg 2, 3, 4, & 5
- o RFP – Topics/Committees
- o RFP – Topics/Committees – Setup
- o RFP – Message Function
- o Screen Proposals and Assign Reviewer by Type

III. Elections

The Elections feature allows an admin-level user to create an election with a variety of different questions, and send out emails to the membership to prompt members to complete the election. Within the emails, there is a link to follow, which allows the member to complete the survey. The election is also posted within the member's area, so those who are granted access to the member's area can log-in and complete the election there.

NOTE:

the election system is designed to allow only one vote per person. The emails sent to members will provide a link that will require them to login to complete the election.

Members must login to complete an election.

III. Elections

- o Elections Intro
- o Creating Elections
- o Election Reports
- o Election Emails

IV. Online Learning

IV. Online Learning

- o Online Learning Module
- o Designing Your Courses

V. Message Boards

Message Boards are a useful tool allowing members to communicate with one another. The Message Boards operate on a hierarchy organized by "Board" -> "Topic" -> "Post". Boards can only be created by admin users and are used as primary categories for organizing topics. Topics can be created by any member and are used as primary discussion points. Posts (also known as "Replies") can be created by any member and are directly related to the topic. There are a number of different settings and options for the message board module and those will be discussed in sub-sections of this help file.

NOTE: The rest of the documentation on the Message Boards is for the "New" Message Boards, implemented in 2012-2013. If you are not us-

ing the new message boards, you may switch over to it via MMS Configuration, Message Board configuration.

V. Message Boards

- o Message Boards Intro
- o Creating Message Boards
- o Creating Topics
- o Email List Enabled Message Boards

VI. Surveys

The Surveys feature allows an admin-level user to create a survey with a variety of different questions, and send out emails to the membership to prompt members to complete the survey. Within the emails, there is a link to follow, which allows the member to complete the survey. The survey is also posted within the member's area, so those who are granted access to the member's area can log-in and complete the survey there.

NOTE: the survey system is designed to allow only one vote per person. The emails sent to members are encoded for that particular member, so sharing a link to the survey will not work.

It's possible to allow non-members to participate in surveys. If if you send the survey email to a non-member (prospect/list-only/other), or grant member's area access to a non-member; these individuals can then participate in surveys.

VI. Surveys

- o Survey Intro
- o Creating Surveys
- o Survey Emails
- o Survey Reports

VII. Projects/ Committees

The Projects/Committees feature offers a way for members to sign-up for projects/committees online, present a list of current projects or committees, as well as for an admin to organize people who are serving on a committee or interested in a project.

The Projects/Committees information can be used to create reports using the reporting module. It also has a few handy features for communication and reporting within it.

VII. Projects/Committees

- o Project/Committees Intro
- o Edit Projects/Committees

VIII. Media and File Finder

VIII. Media and File Center

- o File Archive
- o File Management
- o File Archive Video
- o Mass Upload File Archive Video



BANNERS AND SYSTEM STATS

I. Banner Ad Manager

- o Banner Ad Manager



WEBSITE MODULE MANAGEMENT

I. Tiodew Website Editor Training

I. Tiodew Website Editor Training

- o Tiodew Website Editor Training

II. Snappages Website Editor Training

II. Snappages Website Editor Training

- o Snappages Website Editor Training

III. Library

The Library module allows you to manage a list of documents/media in your organization's library. This can be used to track which member has which materials in their possession.

Managing the library

When the module is turned on, the list of documents can be edited. Click on Library under administrative functions, you will see an add/change/delete environment where you can manage the list of documents.

Checking out / Checking in

Members, after logging into the members area, have the opportunity to reserve (checkout) materials. This is available under Members Area Features on the main menu. Later, when the material is returned, the assigned librarian can check-in the materials.

When it is returned, the librarian can then use the editor (mentioned above) to check-in the book. Look for the book in the list, and click on the 'out' link. this will toggle the in/out indicator back to 'in'.

III. Library

- o Library Intro

IV. Legislative Action Center



This module is not enabled by default, let us know if you want to use this.

Once enabled, you will need to edit/maintain a list of legislators. This is done from within Member Database Admin, house members and senate

members are two special record types that you will see in the view drop-down.

To set up an legislative item, log-in, then look for Legislative Action in the right column under admin functions.

Enter the name of the Action Item (the issue at hand), begin and end dates, the details about the requests (why people should contact their legislator) then the suggested subject and message text, house/senate/both, multiple selection (whether you want people to be able to send to multiple legislators), limited members (if it's just a few legislators that need to be lobbied, select them).

When you're done entering the action item, click on Submit. It will show up in the list, along with a URL you can use to promote the action item. You can post this URL on your website or sent out in an email to your contacts.

As people respond, the system will track who has contacted which legislator.

IV. Legislative Action Center

- o Legislative Action Center Intro

V. Online Store



The online store feature allows you to manage a catalog of items and sponsorships, and allow members and/or the public to purchase them. If you have a credit card merchant account or PayPal account integrated with your MMS account, it will automatically will be configured with the store.

To start using the store, the first thing you will have to do is enter items into your catalog to make them available for sale.

Catalog

To manage products listed in your catalog, click on Online Store under Administrative functions.

All items in the catalog must be assigned to a category. So, your first step may be creating categories. Click on 'Manage Categories' to manage your categories. From this page, you can add/change/delete categories. If you have few items, create a single category named 'general' or 'products'.

Once you've created a category or two, click on Manage Products to return to the product management page. From here you can add/change/delete products. To add a product, click on Add New Item. You can then enter the name, select a category, and enter a description and price for the product. You can also browse for a picture of your product on your local drive, which will then be uploaded and sized for display in the catalog.

There is also a checkbox for 'sold out / not available'. If checked, users will not be able to add this item to their cart.

In the 2nd page when editing a product, you can edit a list of attributes, such as colors or sizes. this feature allows you to add up 5 different attributes for each product, and many options for each attribute.

Shipping Options, Taxes

In MMS Configuration, under Online Store Configuration, you can specify some options for taxes and shipping.

For taxes, you can specify whether to apply sales tax, and choose the state you operate in. You will also want to indicate whether shipping is taxable in your state. If you use the tax option, you can edit your products and identify which ones are taxable with a checkbox.

For shipping, you can select a simple shipping computation based on a flat rate per item.

Publishing/Promoting

To promote your store on the public side of your website, use the link that is presented at the bottom of the Online Store admin page (where you edit products).

V. Online Store

o Online Store Intro

VI. Classified Ads

The Classified Ads system is a powerful system that can allow an organization to offer their members a valuable service. For homeowners associations, neighbors can have an ongoing, electronic garage sale. For academic and trade associations, the classified ads system can be used to create job postings. To get to the classified ad editor, go to the Content Manager Menu.

VI. Classified Ads

- o Classified Ads Intro
- o Classified Ads Submission
- o Classified Ads Editor

VII. Job Board

VII. Job Board

- o Job Board Module

VIII. Photo/Mobile Albums

The Photo Album is a fun system allowing your organization to upload photos of events and people. Once uploaded by an admin-level user, these photos are arranged as part of a multi-page photo album that can be integrated within the public side of your website.

Alternatively, photos can be kept private... presented within the members area only. This can be configured via the MMS Configuration page, using the "include album in members area" option.

VIII. Photo/Mobile Albums

- o Photo Album Intro
- o Managing Photos

IX. Relocation Guide Manager

The Relocation Guide and the Links Page editors provided by EcTown are a unique form of editor. They allow an admin user to build the content of a page by assembling a variety of elements vertically, stacking them into a neat presentation.

These elements include-

Title, Heading, Subheading - a variety bolded text one-lines of varying size font

Text - a multiline text section

Table - a two-column table with multiple rows

Link - link to a website

IX. Relocation Guide Manager

- o Relocation Guide Intro
- o Editing Relocation Guide Elements

X. Daily Deal Approval

X. Daily Deal Approval

- o Coupon System
- o Daily Deal Administration

XI. Donations/Wish List

Donations

Provided your MMS account has been integrated with a payment gateway, you can use the donations module to provide a way for the public to donate to your organization.

Wish List

A little more complicated than the donations module, the wish list module allows for monetary donations. But in addition, you can set up an array of items you may need donated. Then donors, can choose to donate the item or the monetary equivalent of that item

XI. Donations/Wish List

- o Donations/Wish List Intro

XII. Forms Builder

The forms builder is a handy tool allowing an organization to build a simple web form that can be used by members or the general public. This is useful for scholarship applications, public polls, and anything that you can imagine. Each time a user fills out the form and clicks on Submit, the contents of the form are sent to an assigned email address.

After selecting Form Builder from the Administrative Functions section of the main menu, the user is presented with a menu to add/change/delete forms.

To add a new form, click on "Add New Form", you are then guided through a series of pages-

General Info-

Here you can enter the name of the form, a description, an email address where the contents of the form will be sent upon submission. Also, there is a checkbox to prompt for Name/Email. If checked, the form will include a first name, last name, and email field.

Questions-

This is where the form questions are composed. To add a question, click on "Add New Question". You are then given the option of selecting a type of question- Multiple Choice, Yes/No, Text Field, Multiline Text.

After selecting the type of question, you then are prompted to enter the Question verbiage. If you selected Multiple Choice, you have the option

of allowing only 1 selection, x-number of selections, or unlimited selections.

After entering the question, if you selected Multiple Choice, you will then be presented with a page where you can edit the choices.

To delete a question, click on delete to the right of the question.

To change a question, click on change to the right of the question.

To re-order the presentation of questions, use the "move up" and "move down" links to move questions up or down the list.

Publishing

After your form has been created, a URL for this form will be listed in the Forms Builder admin area. You can copy and paste the URL into email, into a web page, or otherwise publish as you see fit.

XII. Forms Builder

- o Forms Builder Info

XIII. News Manager

XIII. News Manager

- o News Manager vs. Press Releases
- o News Manager/Press Releases
- o Entering Content Into the News Manager

XIV. Press Releases

XIV. Press Releases

- o How do I add photos to my press release?
- o My press release is showing before the date it is supposed to
- o Press Releases vs. News Manager
- o News Manager/Press Releases



WEB EDITOR

I. Webmaster Code and Ideas

- o Making the Background of Images Transparent
- o Adding Rollover Images to Websites (Sample Code)

II. Snap Pages Editor

- o How do I change my password?
- o How do I create a link page?
- o How do I create a clickable ad in another website?



ADMIN COMMUNITY AND POSTS

I. Various

- o Add a Custom Field (Like a business anniversary)
- o Approving Pending Events
- o Banner Ad “Impressions” Now Available
- o Billing Q&A
- o Broadcast Message Details
- o Can I put an alternate billing address in my member database?
- o Category List – Suggested Starter List
- o Chamber Nation Web Mail

- o Chamber Recreation System
- o Connecting 1and1 Webmail to Outlook
- o Daily Deals
- o Drip Marketing System
- o Google Apps Migration for Microsoft Outlook®
- o Grid/Touch Screen Directories
- o Keeping Member Categories Under Admin Control
- o Limited Address Information on MAPPING
- o Member Keyword Guide for Search Optimization
- o Member Not Showing Correctly on Street View Mapping System
- o MMS Banner Ad Manager
- o MMS Broadcast Messaging
- o MMS Calendar of Events
- o MMS Classified Ads
- o MMS Configuration Area
- o MMS Contact Database/Member Referrals
- o MMS Coupon System and Daily Deals
- o MMS Drip Marketing
- o MMS Event Registration System
- o MMS Forms Builder and Forums
- o MMS Legislative Action Center and Library
- o MMS Media and File Center
- o MMS Member Database Fields
- o MMS Membership Billing System

- o MMS Membership Plans
- o MMS Mobile Photo Album – Shared with Members
- o MMS Multi Post and Social Networking
- o MMS New Manager/Press Releases
- o MMS Newsletter Creator
- o MMS Online Learning
- o MMS Online Store and Donation System
- o MMS Projects and Committees
- o MMS Reporting
- o MMS Resource Reservation
- o MMS Survey System
- o MMS System Introduction
- o Mobile App Users Guide
- o Monthly Newsletters and Customer Meetings
- o New Photo Grid Membership Directory
- o New Prospect List vs. Lead List Trigger
- o NEW: Graphics Dashboard
- o Newsletter Editing Solution Shown
- o Newsletter Open-Rate Detection
- o Outlook or Google Apps?
- o Press Releases
- o Real Value of Joining a Chamber Study
- o Recreation Assets – GPS Override
- o Recreation Site Mapping, Multi Chamber, Street View

- o Red Indicators in Member Email Lists
- o Setting Up Your Own Google Analytics Account
- o Survey Report – How do I get the survey results after it is sent?
- o Translating Your Website
- o Understanding Google Analytics
- o Using CRM Tool – Drip Marketing
- o Way to Create Ambassador Page using Projects and Committees
- o What is a Membership Card?



MOBILE APP

Mobile App Manager

The Mobile App Manager Module of the MMS allows an admin-level user to order and manage mobile apps and content. If an app has already been ordered (and/or created), the app will be visible on the main page for this module. See below:

Mobile App Manager

▼ Main Menu

Help

My Mobile Apps

App Title	Publish Status	Functions
Anytown Business Network App Launch Page	In Development [version3.1] app has been ordered, go ahead and use the app builder to create content	App Builder App Info Remove

Add New Association App

A new app can be ordered by clicking the "Add New Association App" button. To edit the content for a mobile app: click the "App Builder" link. To edit the description, promo text, or keywords: click the "App Info" link. To view the launch page for the app: click the "App Launch Page" link.

- I. Mobile App Manager
 - o Mobile App Manager Intro
 - o Ordering a New Mobile App
 - o Updating Mobile App Info
 - o Managing Mobile App Content
 - o Managing Mobile App Pages
 - o Managing Mobile App Features
 - o Managing Mobile App Categories
 - o Managing Mobile App Links
 - o Managing Mobile App Spacers

Chamber Onboarding

- I. Verification Services
 - o Verified Chamber Member
- II. Admin Cheat Sheet
 - o Administrative Cheat Sheet – Great Tips to Remember
- III. Merchant Account
 - o Fair Commerce Merchant Account Options
 - o Merchant Account Privacy, System Policies and Copyright
 - o Merchant Account Setup Information
- IV. Data Conversion
 - o Data Conversion Process – QuickBooks Integration

Optimal Upgrades

- I. Promotional Toolbox by CommunityLink (Free)
 - o Incredible Promotional Tools for Chambers of Commerce
- II. Chamber Texting Services
 - o Chamber Texting Consulting Services
- III. Chamber Website Makovers
 - o \$499.95 Website Makeover

General

- I. Miscellaneous
 - o Members and Admins
 - o Application Time-Out
 - o MMS Configuration
 - o How to Limit Grid View Code to One Category with DisplayedRight System
- II. Chamber Advertising
 - o Chamber Advertising Live Network Feed
 - o Understanding the Value of Chamber Advertising



MOBILE APP USER GUIDE

Mobile Application Support

The Mobile App Manager Module of the Chamber Nation Membership Development System (“MDS”) allows an admin-level user to order and manage mobile apps and content.

If an app has already been ordered (and/or created), the app will be visible on the main page for this module. See below: (If Not There Contact Support for Access).

Mobile App Manager

▼ Main Menu

Help

My Mobile Apps

App Title	Publish Status	Functions
 Anytown Business Network App Launch Page	In Development [version3.1] app has been ordered, go ahead and use the app builder to create content	App Builder App Info Remove

Add New Association App

A new app can be ordered by contacting support at Chamber Nation.

After you submit your order, a new ticket will be created on the MDS User Support

-- Client Care Center and the development process will begin as soon as possible (unless otherwise noted in the comments of the form you submitted).

Support will be contacting you for your logo so that your mobile artwork can be generated. You will receive artwork proofs from the artist you can view and approve.

When a Mobile App is published to Android or Apple/iOS, we enter some information about the app that will inform the public about your app and your organization.

During the ordering process you had an opportunity to provide this information.

For best results you may update this information as necessary. Note that while you are able to modify this information, we still have to manually make those changes on Android and Apple/iOS markets/stores due to restrictions by those companies.

To edit your app info, click on the "App Info" link on the main Mobile App Manager Page:

The screenshot shows the 'Mobile App Manager' interface. At the top, there is a 'Main Menu' link and a 'Help' link. Below this is a section titled 'My Mobile Apps'. It contains a table with the following columns: 'App Title', 'Publish Status', and 'Functions'. The table has one row with the following data: 'Anytown Business Network' (with a small icon and a link to 'App Launch Page'), 'In Development [version3.1] app has been ordered, go ahead and use the app builder to create content', and 'App Builder | App Info | Remove'. Below the table is a button labeled 'Add New Association App'.

App Title	Publish Status	Functions
 Anytown Business Network App Launch Page	In Development [version3.1] app has been ordered, go ahead and use the app builder to create content	App Builder App Info Remove

[Add New Association App](#)

This will take you to the edit page. Here you can edit the Title, Description, Promo Text, and Keywords related to your app. Please note that Android restricts the app title to 30 characters and also each app title must be 100% unique among all of the Android and Apple app markets.

You are editing data and settings for the "Anytown Mobile App" [BUSI -] app.

App Title:	<input type="text" value="Anytown Mobile App"/>
Description:	<div><p>Anytown Business Network is an organization for businesses in Anytown to network together to share resources and contacts.</p><p>This app was thoughtfully designed by Vieth Consulting LLC. The current version features a dynamic menu structure that links directly to our website and MMS area.</p><p>Some example features include:</p></div>
Promo Text:	<input type="text" value="Anytown Business Network -- Connecting Business Professio"/>
Keywords: (separate with commas)	<input type="text" value="Business Networking, Association, Member Management, MM"/>
<div><input type="button" value="Submit Changes"/> <input type="button" value="Cancel"/></div>	

Once you are satisfied with your changes, click the "Submit Changes" button. One of our mobile developers will be notified of the change via email and will update the app info on Android and Apple/iOS markets as time allows.

When you order a mobile app it will be populated with a set of default features and content. This set of content is just a sample of what is available for your use.

Managing Mobile Application

Generally it is advisable to allow the support center to handle app content until after the app has been published by Apple as Apple is notorious for being picky and restrictive about approving apps.

After your app has been published and is in "Active" status, you can edit your content by going to the Mobile App Manager main page and clicking on "App Builder".

This page lists all the content in your mobile app as well as links to add/change/remove content.

Mobile App Menu Builder


































































Main Menu | App Manager

Help

Anytown Mobile App ▾ go

Add New: [Page](#) | [Link](#) | [Feature](#) | [Category](#) | [Spacer](#)

7 / 12 top level items*

Menu Item Name	Description	Role	Functions
Members Only	category: Members Only	M	    
My Profile	feature: member_profile (v 1.5)	M	    
Membership Card	feature: membership_card (v 1.5)	M	    
Manage Classifieds	feature: classified_ads_editor (v 1.6)	M	    
Submit Press Release	feature: press_release_create (v 1.6)	M	    
Refer Other Members	feature: tcs_member_referral (v 1.6)	M	    
Social Network	feature: network (v 1.5)	M	    
Member Directory	feature: member_directory (v 1.5)	P	    
Events	feature: calendar (v 1.2)	P	    
Photos	feature: photo_gallery (v 1.6)	P	    
Classifieds	feature: classified_ads_viewer (v 1.5)	P	    
Press Releases	feature: press_release_view (v 1.6)	P	    
Join Us	feature: prospect_form (v 1.3)	P	    

* Mobile App menus are limited to 12 top-tier items to reduce clutter in the application's main menu.

The Mobile App Content labels are displayed as buttons on the App's Menu and once touched/clicked will display the content in the app's main page.

There are 5 types of content:

1. Pages
2. Features
3. Categories
4. Links
5. Spacers

To add new content: click the appropriate link on the top of the page to the right of "Add New:"

- To edit existing content: click the "Pencil" icon
- To delete existing content: click the red "X" icon
- To move the content up or down in the menu order: click the up or down arrow

Pages

Pages for the Mobile App are just simple content pages (similar to what you might add using the Website Content Editor for your website).

From the Mobile App Menu Builder page (see below):

Mobile App Menu Builder

Main Menu | App Manager





















































Anytown Mobile App

go

Help

Add New: [Page](#) | [Link](#) | [Feature](#) | [Category](#) | [Spacer](#)

7 / 12 top level items*

Menu Item Name	Description	Role	Functions
Members Only	category: Members Only	M	   
My Profile	feature: member_profile (v 1.5)	M	   
Membership Card	feature: membership_card (v 1.5)	M	   
Manage Classifieds	feature: classified_ads_editor (v 1.6)	M	   
Submit Press Release	feature: press_release_create (v 1.6)	M	   
Refer Other Members	feature: tcs_member_referral (v 1.6)	M	   
Social Network	feature: network (v 1.5)	M	   
Member Directory	feature: member_directory (v 1.5)	P	   
Events	feature: calendar (v 1.2)	P	   
Photos	feature: photo_gallery (v 1.6)	P	   
Classifieds	feature: classified_ads_viewer (v 1.5)	P	   
Press Releases	feature: press_release_view (v 1.6)	P	   
Join Us	feature: prospect_form (v 1.3)	P	   

* Mobile App menus are limited to 12 top-tier items to reduce clutter in the application's main menu.

To add a new page: Click the "Page" Link.

To edit an existing page: Click the "Pencil" Icon next to a page in the menu list.

The add/edit page for "Page" content looks like this:

Content Manager

Lock: Not Locked ▼

Name:

Hidden?: ☐

Parents: -top level page- ▼

Permissions: ☒ Public | ☐ Member | ☐ Admin

NOTE: copy-and-pasting from Word or other applications may cause problems with the editor, to avoid this we recommend using the Paste as Plain Text feature. If you run into difficulties, please contact tech support.

Source
☐

B
I
U
abc
x₂
x²

Format
Font
Size
A A


This section under construction.

Alt Filename: *

*(otherwise uses page title, do NOT include_once extension.)

[Click here to publish to mobile](#)

[Hide/Show Revision History](#)


ChamberlainKids.Com

Simply enter a page name and some content and then click "Click here to publish to mobile". Note you can specify a "Category" to place it under and also control the security level required to view the page.

Feautures

Features for the Mobile App are advanced content pages that have special properties allowing them to interact with the MDS database and provide dynamic content for the end user.

From the Mobile App Menu Builder page (see below):

Mobile App Menu Builder

Main Menu | App Manager

Anytown Mobile App

go

Help

Add New: [Page](#) | [Link](#) | [Feature](#) | [Category](#) | [Spacer](#)

7 / 12 top level items*

Menu Item Name	Description	Role	Functions
Members Only	category: Members Only	M	
My Profile	feature: member_profile (v 1.5)	M	
Membership Card	feature: membership_card (v 1.5)	M	
Manage Classifieds	feature: classified_ads_editor (v 1.6)	M	
Submit Press Release	feature: press_release_create (v 1.6)	M	
Refer Other Members	feature: tcs_member_referral (v 1.6)	M	
Social Network	feature: network (v 1.5)	M	
Member Directory	feature: member_directory (v 1.5)	P	
Events	feature: calendar (v 1.2)	P	
Photos	feature: photo_gallery (v 1.6)	P	
Classifieds	feature: classified_ads_viewer (v 1.5)	P	
Press Releases	feature: press_release_view (v 1.6)	P	
Join Us	feature: prospect_form (v 1.3)	P	

* Mobile App menus are limited to 12 top-tier items to reduce clutter in the application's main menu.

To add a new feature: Click the "Feature" Link.

To edit an existing feature: Click the "Pencil" Icon next to a feature in the menu list.

The add/edit page for "Feature" content looks like this:

Content Manager

Feature: 1-2-3 Registration [min app version: 1.7]

Allows members to quickly register for events.

Menu Text: Event Registration

Parent: Members Only

Permission: ☐ Public | ☒ Member | ☐ Admin

Note: If you need a given feature to operate differently, submit a help request for a customization or new feature.

Continue >>

Simply select the desired feature from the drop-down menu, enter the menu text/name, determine which category (if any) to place it under, select a permission level, and click the "continue >>" button. Note you can specify a "Category" to place it under and also control the security level required to view the page.

Some features have additional pages where you will be asked to select and/or enter other information, but most are just one step like the one indicated above.

Categories

Categories for the Mobile App are simple menu items that allow you to nest multiple items under them. The Mobile App Content Menu is limited to 12 top-level items so Categories are very handy in keeping everything organized and allowing for more content to be added.

Mobile App Menu Builder

Main Menu | App Manager


































































Anytown Mobile App

go

Help

Add New: [Page](#) | [Link](#) | [Feature](#) | [Category](#) | [Spacer](#)

7 / 12 top level items*

Menu Item Name	Description	Role	Functions
Members Only	category: Members Only	M	    
My Profile	feature: member_profile (v 1.5)	M	    
Membership Card	feature: membership_card (v 1.5)	M	    
Manage Classifieds	feature: classified_ads_editor (v 1.6)	M	    
Submit Press Release	feature: press_release_create (v 1.6)	M	    
Refer Other Members	feature: tcs_member_referral (v 1.6)	M	    
Social Network	feature: network (v 1.5)	M	    
Member Directory	feature: member_directory (v 1.5)	P	    
Events	feature: calendar (v 1.2)	P	    
Photos	feature: photo_gallery (v 1.6)	P	    
Classifieds	feature: classified_ads_viewer (v 1.5)	P	    
Press Releases	feature: press_release_view (v 1.6)	P	    
Join Us	feature: prospect_form (v 1.3)	P	    

* Mobile App menus are limited to 12 top-tier items to reduce clutter in the application's main menu.

To add a new category: Click the "Category" Link.

To edit an existing category: Click the "Pencil" Icon next to a category in the menu list.

The add/edit page for "Category" content looks like this:

Content Manager

Category:

Permission: ☒ Public | ☐ Member | ☐ Admin

Note: Categories can only be top-level navigation Parents and are without content.

Simply enter the category name, select a permission level, and click the "continue >>" button.

Once added, the category will appear on other add/edit screens in the "Parent" drop-down box.

Links

Links for the Mobile App are simple menu items that when clicked will open a new URL.

From the Mobile App Menu Builder page (see below):

Mobile App Menu Builder





















































Main Menu | App Manager

Anytown Mobile App

go

Add New: [Page](#) | [Link](#) | [Feature](#) | [Category](#) | [Spacer](#)

7 / 12 top level items*

Menu Item Name	Description	Role	Functions
Members Only	category: Members Only	M	   
My Profile	feature: member_profile (v 1.5)	M	   
Membership Card	feature: membership_card (v 1.5)	M	   
Manage Classifieds	feature: classified_ads_editor (v 1.6)	M	   
Submit Press Release	feature: press_release_create (v 1.6)	M	   
Refer Other Members	feature: tcs_member_referral (v 1.6)	M	   
Social Network	feature: network (v 1.5)	M	   
Member Directory	feature: member_directory (v 1.5)	P	   
Events	feature: calendar (v 1.2)	P	   
Photos	feature: photo_gallery (v 1.6)	P	   
Classifieds	feature: classified_ads_viewer (v 1.5)	P	   
Press Releases	feature: press_release_view (v 1.6)	P	   
Join Us	feature: prospect_form (v 1.3)	P	   

* Mobile App menus are limited to 12 top-tier items to reduce clutter in the application's main menu.

To add a new link: Click the "Link" Link.

To edit an existing link: Click the "Pencil" Icon next to a Link in the menu list.

The add/edit page for "Link" content looks like this:

Content Manager

Name:

Anytown Events Video

Parent:

-top level page-

URL:

http://www.youtube.com/watch?v=dQw4w9WgXcQ

Permission:

☒ Public | ☐ Member | ☐ Admin

Note: Links will Open in New Window by default for mobile apps.

Continue >>

Simply enter the link name, paste in the URL, and click the "continue>>" button. Note you can specify a "Category" to place it under and also control the security level required to view the page.

Spacers

Spacers for the Mobile App are simple menu items that have no action or purpose other than to insert a blank space (or a gap) in the menu of the mobile app to help separate menu items.

From the Mobile App Menu Builder page (see below):

Mobile App Menu Builder

Main Menu | App Manager





















































Anytown Mobile App

go

Help

Add New: Page | Link | Feature | Category | Spacer

7 / 12 top level items*

Menu Item Name	Description	Role	Functions
Members Only	category: Members Only	M	   
My Profile	feature: member_profile (v 1.5)	M	   
Membership Card	feature: membership_card (v 1.5)	M	   
Manage Classifieds	feature: classified_ads_editor (v 1.6)	M	   
Submit Press Release	feature: press_release_create (v 1.6)	M	   
Refer Other Members	feature: tcs_member_referral (v 1.6)	M	   
Social Network	feature: network (v 1.5)	M	   
Member Directory	feature: member_directory (v 1.5)	P	   
Events	feature: calendar (v 1.2)	P	   
Photos	feature: photo_gallery (v 1.6)	P	   
Classifieds	feature: classified_ads_viewer (v 1.5)	P	   
Press Releases	feature: press_release_view (v 1.6)	P	   
Join Us	feature: prospect_form (v 1.3)	P	   

* Mobile App menus are limited to 12 top-tier items to reduce clutter in the application's main menu.

To add a new spacer: Click the "Spacer" Link.

To remove a spacer: Click the red "X" icon next to the spacer in the menu item list.

See below:

Mobile App Menu Builder





Main Menu | App Manager

Anytown Mobile App

go

Add New: [Page](#) | [Link](#) | [Feature](#) | [Category](#) | [Spacer](#)

7 / 12 top level items*

Menu Item Name	Description	Role	Functions
Members Only	category: Members Only	M	   
My Profile	feature: member_profile (v 1.5)	M	   
Membership Card	feature: membership_card (v 1.5)	M	   
Manage Classifieds	feature: classified_ads_editor (v 1.6)	M	   
Submit Press Release	feature: press_release_create (v 1.6)	M	   
Refer Other Members	feature: tcs_member_referral (v 1.6)	M	   
Social Network	feature: network (v 1.5)	M	   
Event Registration	feature: one_touch_registration (v 1.7)	M	   
Member Directory	feature: member_directory (v 1.5)	P	   
	spacer	P	  
Events	feature: calendar (v 1.2)	P	   
Photos	feature: photo_gallery (v 1.6)	P	   
Classifieds	feature: classified_ads_viewer (v 1.5)	P	   
Press Releases	feature: press_release_view (v 1.6)	P	   
Join Us	feature: prospect_form (v 1.3)	P	   
	spacer	P	  

* Mobile App menus are limited to 12 top-tier items to reduce clutter in the application's main menu.

Unique Member Access and Network Tools Overview

Once your new mobile application goes live it becomes another important module in the Chamber of Commerce program to become to most powerful broadcasting system in the community.

Your members can now login through this mobile application to do the following functions designed to enhance their advertising reach and improve business. To read all about these services for members please visit: www.ChamberAPP.com

Member Mobile Functions

Once members download the iPhone, Android or HTML5 mobile application for your own community, members are able to manage various areas of their local advertising system. These updates are immediately

sent to the community / organization website, member directory profiles, area search engine and other community mobile applications.

- Locate Other Members
- View Leads Delivered Through Chamber
- Locate Event Information
- Update Member Profile
- View / Present Live Membership Card for Local Discounts, Etc.
- Opt in, Read and Post to Private Member Forums
- Post to Member Business Network / Public Stream
- View Special Offers from Other Members
- View Member-to-Member only Offers
- Add/Edit Business Services
- Add/Edit Business Hours
- Add/Edit Traffic Catcher Site and Mobile App Information
- Add/Edit Special Offers and Coupons
- Add/Edit Coupon Photos from Mobile Device
- Add/Edit Classifieds or Job Board Postings
- Add/Edit Press Releases
- Add/Edit Scrolling Photo Tour Images
- System will also update member's own mobile web app
- More on the way!

Unique Staff Access and Mobile Management Tools*

*Only available when logged in as a system admin level user through your mobile device. Public/members do not have access to the following information.

- View Member Count Trends
- View Member Payment History
- View Member Ad Stats
- View Member Profile
- View/Edit Member Database
- View/Upload Member Photo
- View/Edit Calendar/Events
- View/Edit Membership Card and When it Can Be Used
- View/Edit Classifieds or Job Board Postings
- Rapid Checkin of Members at Events (App syncs between admins).
- View Custom Reports
- Send Prospect to Office (Business Card Photo Supported)
- Suspend Members for NonPayment
- Update Member Profile Photos with Phone/Tablet
- Post to Member Business Network updating all apps and community information stream.
- ORDER THIS APP BY VISITING: www.ChamberAPP.com



BROADCAST TEXT MESSAGES

Optional Add-On Services



The broadcast text message module allows an association to send out text messages to a group of members. A minimum monthly charge of \$19.95 applies. (if you use less than 500 individual texts in a given month, you would still have to pay \$19.95 in that month). This is a premium service. Additional texts above the 500 allowed per month cost \$0.02 cents per member-message (if you were to send an additional 100 text messages to members, the cost would be \$0.50 extra). (Pricing current as of August 2015).

To turn on this feature, please contact technical support - we will turn on the module for you.

It will be necessary to turn on a special mobile-phone field within the member database, such that you would load your members

mobile number's into that field. This is the field that is used to determine the phone numbers to use when sending out broadcasts.

When the module is enabled, to send a message, click on “send new message.” You'll be prompted to enter a subject and message (note: the subject is not sent, this is just used as a way to track which message was which). In the next screen, you'll be prompted to select recipients. Only member records with something entered in the mobile phone field will be available to you. Once you've made your selection, verified your message, you then can send it.

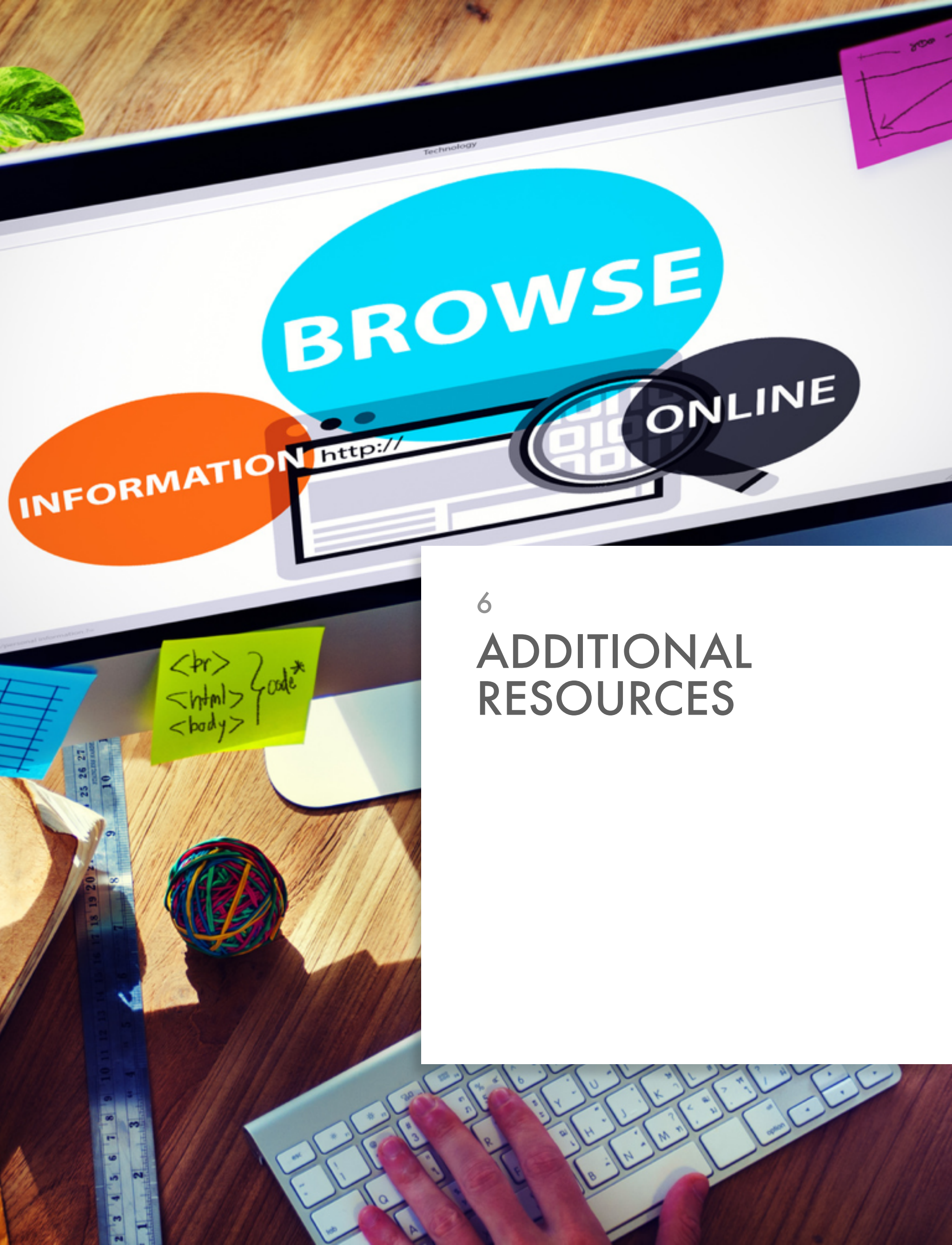
After the message, there is a “status page” available for that message. It will show the progress of the message (which ones have been sent, or which ones had difficulty). Also, if the recipients choose to reply to your text, their replies will show up on the status page.

CHAMBER NATION SYSTEM REMINDERS

THIS IS THE ULTIMATE CHEAT SHEET

(POST NEAR YOUR COMPUTER)

- **RUN BATCH RENEWALS AND APPLY PAYMENTS.** (Batch Renewals should be run once a month even for annual memberships.)
- **BE SURE TO CREATE EVENT IN CALENDAR ADMIN FIRST.** That way you won't have to enter it twice when creating an Event Registration.
- **BE SURE TO SELECT THE PROPER MAILING LISTS** when sending out Broadcast Messages and Newsletter emails. That way people can opt out of those particular types of communication, saving you from being marked as a spammer.
- **CHECK YOUR BOUNCED EMAIL LIST** as this will help keep you off the spammer lists.
- **RUN THE MONTHLY BOARD REPORT** once a month to stay in sync to how you are doing.
- **BE SURE TO USE THE SEND LEADS TO MEMBERS MODULE.** Members will be impressed with the new service and will append to member statements too.
- **PROMOTE AND UPDATE YOUR MOBILE APP.** Tremendous potential in mobile publishing – try it - your members and public will be impressed.
- **REVIEW AND DELETE LIST ONLY RECORDS** in your database that are not useful to you.
- **REVIEW AND UPDATE YOUR CHAMBER WEBSITE** this will often help your search rankings too.
- **REVIEW YOUR MEMBERS OPTIMIZATION LEVELS** When members engage and get valuable advanced member services, there are more reasons to renew their membership.
- **BE SURE TO UPDATE CHAMBER NATION** with your contact changes and contact us through the "Help Desk" if you need our assistance.



6

ADDITIONAL RESOURCES



OVERVIEW

www.ChamberStaff.com

For technical support for system administrators please call:

(855) 233-6362

For member and advertiser subscriber support have them call:

(844) 487-3663

For sales training and updated program material please call:

(530) 539-4259

The Purpose of this Program

- Add significant relevancy to the value of Chamber of Commerce membership.
- Provide members with a program designed to dramatically improve their promotion.
- Offer a program that delivers “REAL” prospects to members.
- Remove the concern about how the Chamber is delivering relevancy to their members.

- You continue to offer all of your existing membership plans.
- All of your existing Chamber Nation member services continue as they are today.
- The Premium Membership Plans are OPTIONAL for new and renewing members.
- All costs associated with the Premium Plans are included in your premium edition plans and paid by the member at signup and renewal.

Important Program Facts

This program was developed from the ground up by our team here at Chamber Nation. After years of knowhow and direct experience in working with tens-of-thousands of Chamber of Commerce members, we have learned what was needed to answer the “relevancy” question at Chambers of Commerce.

We present the Premium Membership Plan – a first-of-its-kind solution to bring back the purpose and value in joining the Chamber of Commerce. The market has changed significantly, so the response needed to change too.





THE NEXT GENERATION OF CHAMBER COMMERCE MEMBERSHIP IS NOW AN “OBVIOUS DECISION”

From this point forward you should only present the premium membership levels and use your traditional membership levels only as a backstop. If you need to be relevant to attract and retain members then you want to share the best solution for business development that you have to offer.

No more general responses to the question, “What do you really do for my businesses bottom line?” Instead, you have a deliberate solution designed to deliver more prospects.

Embrace the teams at Chamber Nation and R and S Consulting so that together we all succeed.

Program tools are critical to a successful sales program. Without them, you might spend too much developing at the expense of membership sales. To cure this, we are centralizing the program tools and making instant improvements as suggestions come in from our customers.

For this reason, we offer all material through a single website with updates often.

Important Program Facts

- Personal group telephone consulting from R and S Consulting for your team or volunteers.
- Provide an overview of the program and how it needs to be positioned in the market.
- Discussion on how to approach and explain it to prospects and upgrading members.
- Explain how the tools work and where they may be accessed.
- Tablet or notebook support.

The Concept of “PLUS” Explained

1. You want to present as you already do, but leave out the membership pricing and say... “Plus you get all of this too” and hand them the PLUS + Brochure.
2. Next, open the PDF called “Premium Membership Plan” on your device and show them.
3. When you are done with your presentation, present only the Premium Membership Plans to solicit their membership. This way there is no confusion but, instead, there is certainty about what is offered.
4. Keep in mind that if they specifically say it is just \$100 too much per year then offer them the traditional package.

Additional Support Services if You Already Use Chamber Nation

Support and training is included in your Chamber Nation agreement.

Did you know that your system is capable of setting up tiered membership plans? These are plans where you can list the various benefits to a particular plan in grid format and then the system allows you to track and manage the fulfillment of these features at the member level. You can also run reports detailing those features that have been delivered or redeemed, and show those still remaining to be delivered or redeemed.

Your Chamber Nation system has a drip marketing component where you can have emails go out automatically when certain things happen. (Can be used for new members, prospecting and more).

You also have a contact database where you can keep track of contacts you or your sales team are making with prospects or active members and may set reminders for future follow-ups.

There are a lot of other features that you could be taking advantage of all designed to make your job easier and more efficient.

The best part is that our support team is ready to help you at any time to get things started.



EXHIBITS

E1: ADDING PROSPECTS: NUMBER ONE OBJECTIVE.....	115
E2: BUSINESS OR PROSPECT SAMPLE LETTER.....	118
E3: DRIP MARKETING SAMPLE LETTER 1.....	121
E4: DRIP MARKETING SAMPLE LETTER 2.....	122
E5: DRIP MARKETING SAMPLE LETTER 3.....	123
E6: DRIP MARKETING SAMPLE LETTER 4.....	124
E7: MEMBER FLYER 1.....	126
E8: MEMBER FLYER 2.....	127
E9: MEMBER FLYER 3.....	128
E10: MEMBER FLYER 4.....	129
E11: MOBILE.....	130
E12: WEBSITES (MORE INFORMATION).....	131
E13: MEMBER SLIDES.....	132
E14: ORDER LOCAL GOLDEN TICKET.....	156
E15: REAL VALUE OF JOINING A LOCAL CHAMBER OF COMMERCE.	157
E16: AGREEMENT.....	166



E1: HOW TO ADD PROSPECTS

The Number One Objective

The number one objective is to grow membership and the best way to do this is to grow your prospects. But before you add new prospects you'll have to be prepared and have something to offer them.

We are here to help you get prepared.

Drip Marketing

Your system already has a drip marketing program built in that can be triggered when prospects are added to your data base. This is a process which will most likely be unique to your organization, thus we ask that you set up a meeting with the Chamber Nation Staff to accomplish this portion. Chamber Nation staff will confirm with you an appointment time. The recommended drip marketing program will consist of four emails starting with day one and continuing with three more emails, once each week. We

will provide you with sample content, however the final product will be the one you choose to use. Chamber nation staff will show you how to do all of this.

Red Door Program - Premium Edition

The red door program is an exclusive program available to your organization. We feel that this program may be what has been missing in getting many prospects to join the organization.



Ready to Start Adding Prospects

Now that you are all set up its time to start adding prospects.

Prospects can come from many different places. Here are a few tips. Did you know that you can add prospects using the mobile app? And with the app other members, ambassadors and board members can add prospects to your database. It's really easy and we can show you how to do this if you need help.

With the Premium Edition you open up a new type of potential member. The Red Door Program is great for small businesses and for home-based businesses. These types of businesses may not have had good reason to join the organization, but now can, and receive some great benefits to help grow their business.

If you have access to lists from the city or other government agencies we can help you upload those to your prospects list. Maybe you can get a list of new business licenses each month.

Also don't forget about those members that have been dropped in the past. They too may be interested in the expanded services offered by the Red Door Program. Maybe call it a "Welcome Back" campaign?

BOTTOM LINE IS TO GET THE PROSPECTS INTO YOUR DATABASE SO THAT YOU CAN REACH OUT TO THEM.

Once the prospects are in your database you have all kinds of tools. How about sending them a postcard? Even better, how about assigning board members or ambassadors to visit these prospects?

Did you know that your system contains a contact database? You should use this part of the system to record the contacts you are making with your prospects. You also can use the custom reports features to generate call lists and other reports that may be helpful in reaching out to these prospects.

After you have prospects in your database, you can include them in invitations, newsletters, and other correspondence.

Finally, it makes sense to track your success. There are many tools in your system that can help track how well you are doing. The new member reports and the board member report are great examples. As with all these things if you need some help just let us know.





E2: BUSINESS AND PROSPECTS

Premium Membership Plan - A Chamber of Commerce and Chamber Nation Partnership Offering

Chamber MEMBERSHIP INCLUDED

Chamber of Commerce membership is included with the Premium Membership Plan, and the benefits received are greatly enhanced at the premium level.

SETUP

Your Premium Membership Plan includes a wide array of services, designed to dramatically improve your business advertising. As a premium member the initial setup and ongoing support will be provided.

3-D STORYBOARD

Chamber Nation designs a 3-D Storyboard for you so Premium members can update their business's local community web presence, catalog, mobile app, Facebook business page and twitter -- at the same time -- via mobile device or computer.

MOBILE APP & TEXTING KEYWORD

A cool business Mobile App, electronic business card and custom keyword texting are customized just for your business and included in the Premium Membership package. You can promote this message: "TEXT (Your Name) to 72727 to view our catalog". This delivers your mobile app to customers' mobile devices and also texts their phone number back to you. The result? -- an immediate customer lead.

FACEBOOK & TWITTER

The ad display and catalog information posted through your premium membership plan is posted in a catalog tab on your existing Facebook business page and on your Twitter account. This amazing leverage and time saving technology is available only to Premium members.

The Premium plan does not require that you use Facebook or Twitter but it's included to use at your discretion

CATALOG: YOU HAVE CHOICES

Don't want to sell your products online? The catalog acts as a beautiful, professional presentation and sales catalog with no pricing.

Want to sell online? You can through your catalog. It supports "purchase requests only" so you can call and get a check mailed, or it will act as an ecommerce system when you connect your PayPal account.

WE CONTACT YOU

When you join the Chamber of Commerce at the premium plan level, the level of support is terrific. Chamber Nation sets everything up for you. When your platform launches it looks professional, and works seamlessly. They communicate with you by both phone and email, gathering information to best structure your program. They create your first 6 to 8 ad displays, using licensed photography from Fotolia, for your individual 3-D Storyboard. Their support phone number is (844)-487-3663 or online at www.PremiumMemberSupport.com.

WE CONNECT YOUR BUSINESS

A unique aspect of Premium Membership is the ability to advertise your business using a texting keyword. You'll say, "To see my business card

and services on your phone right now just text the word (your unique provided keyword) to 72727." Within seconds, your prospect receives your mobile app business card and services catalog on their mobile device. In addition, you have just received their mobile phone number on your device. This is one terrific premium service!

UPDATE WITH YOUR SMARTPHONE

Don't want to deal with adding products to your catalog? You'll be given a special email address that allows you to do updates from the convenience of your mobile device. Simply send Chamber Nation an email that includes an attached photo, title and description of the new product or service you want posted to your 3-D Storyboard, Catalog, Facebook and Twitter accounts and your own Mobile App. You'll receive an email request to confirm your identity and, upon your response, your ad display will be posted.

If you prefer to manage your program from a computer, that's fine. Just contact them at (844)- 487- 3663, or online at www.PremiumMemberSupport.com for advanced administrative access.

WE DELIVER A COMPLETED PLATFORM

Chamber Nation is proud of the relationships they've built with Chambers of Commerce throughout the USA. Your Chamber of Commerce chose Chamber Nation as its web management system for a very good reason: *Chamber Nation delivers what it promises and once you're connected with your Premium Membership you're connected with real people who work hard to satisfy you.*

Chamber Nation gives full accountability and truly cares that you are satisfied. *They deliver a powerful system in a completed platform.* It is considered a platform rather than a "custom website" because most business people don't have the time to manage a traditional website and typically do not want to pay a large fee for their online presence. With that in mind, Chamber Nation completely re-tooled the website concept and created something powerful and professional, designed to deliver leads right to your business through your mobile phone. And conveniently, it is 100% INCLUDED with your Chamber of Commerce's Premium Membership Plan.

E3: DRIP MARKETING PROGRAMS

SAMPLE LETTER 1:

Introducing a new way to join the Sample Chamber

What is new is the RED door BLUE door program. The Chamber now offers two ways to join. There is the traditional way (BLUE door) and a new way to join the Chamber plus turbo charge your business with the RED door. The best part about the RED door is that we do most of the work for you.

IS THE RED DOOR THE RIGHT CHOICE?

Yes-- if your mission is to improve outreach to help your business grow and prosper.

Yes-- if you would appreciate a team that will do the necessary work to help get your business growing.

Yes-- if you believe that a supercharged business presentation on the directory, mobile app and area search engine would be useful in helping you grow your business.

Yes-- if your mission includes providing useful, reliable information to the public about your business.

Yes-- if you would appreciate a wider array of membership services.

Even if you don't want the added services designed to promote your business with even more features, you should join the Chamber. Why Should I join the Chamber of Commerce?

The benefits of Chamber membership are numerous. The main benefits though are universal. Chamber membership conveys credibility and stability to your customers. Being a member of the Chamber of Commerce will open the door to many contacts that can help your business grow through the power of referrals and networking.



To find out more about the Sample Chamber click here. (this will be a custom location for each organization) Now you can have both Chamber membership with the Sample Chamber and the power of the RED door expanded services in one simple package for a great value.

To join the Chamber click here.

E4: DRIP MARKETING PROGRAMS

SAMPLE LETTER 2:

Now would be a great time to join the Sample Chamber

You can have the benefits of membership in the Sample Chamber plus exclusive benefits as part of your package for one low rate. Membership brings credibility to your business. You can increase positive perception among consumers and business owners when you're identified as a member of a Chamber of Commerce.

By selecting the RED door you get membership in the Chamber plus you also receive these powerful tools designed to help you grow your business:

- KEYWORD TEXTING/LEAD BUILDER
- BEAUTIFUL ADVERTISING CATALOG
- AUTOMATED QR CODES
- INTEGRATED SOCIAL MEDIA POSTING
- FANTASTIC LOOKING INDIVIDUAL 3-D STORYBOARD
- PLUS MORE: LIKE A FACEBOOK BUSINESS PAGE CATALOG

To find out more about the Sample Chamber click [here](#). (This will be a custom location for each organization).

Now you can get both Chamber membership with the Sample Chamber and the power of the RED door business benefits in one simple package. To join the Chamber click [here](#).

E5: DRIP MARKETING PROGRAMS

SAMPLE LETTER 1:

You have choices when you join the Sample Chamber

Every day, your local Chamber receives calls and emails from individuals and businesses looking for potential vendors, and Chamber members typically recommend other Chamber members.

You can join the Sample Chamber as a regular member with many benefits including:

- Traffic Catcher System (“TCS”) and Setup Service
- Scrolling Photo Tour and Coupon Publishing System
- Syndicated Calendar Instance
- Multi-Post to Social Networks and Optimization for Local Search
- Support from Members Can Help (.Com)

When you include the expanded (RED door) services:

Everything shown above PLUS...

- Quality Mobile Web Application for Your Business
- Beautiful 3-D Storyboard with Radius Directory System
- Custom Keyword Texting Service with Lead Delivery to Cell Phone
- Facebook Business Page Catalog Tab with Auto-Posting
- Incredible On-going Setup and Support Services

To find out more about the Sample Chamber click [here](#). (This will be a custom location for each organization). Now you can get both Chamber memberships with the Sample Chamber and turbo charge your business with the expanded services in one simple package. To join the Chamber click [here](#).

E6: DRIP MARKETING PROGRAMS

SAMPLE LETTER 2:

Grow your business to a whole new level and support the local economy by join the Sample Chamber

Chambers conduct social and business events where you can socialize and develop relationships. Becoming a member of a Chamber of Commerce provides opportunities to give back to the community and capitalize on significant member benefits; serving in the leadership raises your recognition, visibility and credibility, as well as that of your business.

By combining traditional benefits of Chamber membership and the powerful tools offered through the RED door, your business will grow and you will be supporting the local community like never before.

- Traffic Catcher System (“TCS”) and Setup Services
- Scrolling Photo Tour
- Coupon Publishing System
- Syndicated Calendar Instance
- Multi-Post to Social Networks
- Optimization for Local Search
- Support from Members Can Help (.Com)
- Keyword Texting/Leads Builder
- Beautiful Advertising Catalog
- Automated QR Codes
- Integrated Social Media Posting
- Fantastic looking 3-D Storyboard
- Plus More Like a Facebook Business Page Catalog

YES YOU CAN HAVE IT ALL

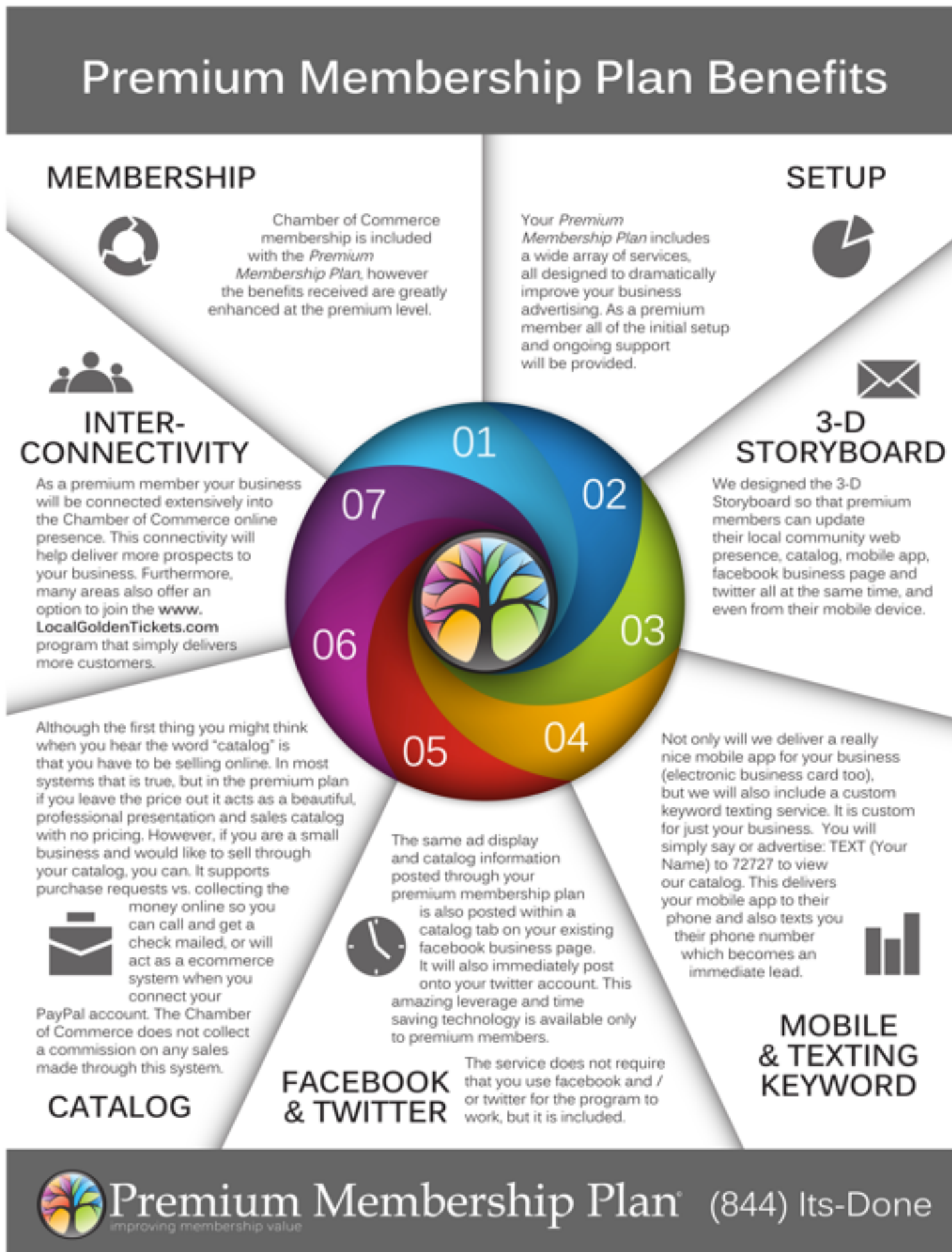
To find out more about the Sample Chamber click [here](#). (This will be a custom location for each organization).

Now you can get both Chamber memberships with the Sample Chamber and the power of expanded business services in one simple package. To join the Chamber click [here](#).

E7: MEMBER FLYER 1

PREMIUM MEMBERSHIP PLAN BENEFITS:

<http://www.premiummembershipplan.com/brochure.html>



E8: MEMBER FLYER 2

PREMIUM MEMBERSHIP PLAN GETTING STARTED GUIDE:

<http://www.premiummembershipplan.com/brochure.html>

Premium Membership Plan Getting Started Guide

WE CONTACT YOU



When you join the Chamber of Commerce at the premium plan level, you will immediately realize that the level of support is going to be terrific. In fact, we will be setting everything up for you so when your platform launches it looks and works great. During our phone conversation(s) we will be asking questions and taking notes so we know how we should structure your program. We will also be creating your first 6 to 8 ad displays, choosing photography we license from Fotolia, and determining the best color scheme for your particular business 3-D Storyboard.

Our support phone number is **(844) Its-Done** or online at **www.PremiumMemberSupport.com**.

WE CONNECT YOUR BUSINESS



One of the most unique aspects of this program is that you will be able to advertise your business using a texting keyword. For instance, you will tell people, "to get my business card and services on your phone right now just text the word (custom word we provide to you) to 72727. Within seconds, your prospect receives your mobile app business card and services catalog right onto their mobile phone. In addition, you just received their mobile phone number on your phone. Now that is one terrific premium service!



YOU UPDATE WITH YOUR SMARTPHONE



If you are like most people you have no interest in logging in to add products or services on your website, but might like to. Well, as a premium member we have a unique way of dealing with this. When we contact you about your new platform, one of the things we will provide is a special email address. With this email address you can send a photo (attach to email), title (subject line) and description (body of email) of a new product or service that you want posted to the Chamber system, 3-D Storyboard, Catalog, Facebook, Twitter and to your own Mobile App. Once you send this information the system will send you an email confirming that this is you. If you reply from your email on your phone or computer with no changes, your ad display will be posted.

Now we know some of you will want full access so you can manage from a computer. Just let us know and we will be happy to provide you with advanced administrative access. If you ever need our help please call us at **(844) Its-Done**, or online at **www.PremiumMemberSupport.com**.

WE DELIVER A COMPLETED PLATFORM



One of the most refreshing things you will notice when you become a premium member, is that you will actually have a connection with a person who works very hard to satisfy you and your Chamber of Commerce. There is complete accountability and we truly care that you are happy. Keep in mind that although this is a very powerful system, this is not what you would call a "custom website" and there is a reason for that. First of all, most people we work with don't have the time to manage a traditional website and typically do not want to pay much for their online presence. For this reason, we completely re-tooled the concept of a website and deliver something really special. So special that it's both very powerful and looks professional, as well as designed to deliver leads right to your mobile phone. And, best of all, it is 100% INCLUDED with your Chamber of Commerce premium membership.



Premium Membership Plan® (844) Its-Done
improving membership value

E9: MEMBER FLYER 3

LOCAL GOLDEN TICKETS GETTING STARTED GUIDE:

<http://www.premiummembershipplan.com/brochure.html>

Local Golden Tickets Getting Started Guide



DEVELOPING YOUR ARTWORK

Our professional graphic artist will develop your Golden Ticket artwork from one of our multiple styles that best suits your exceptional offer. This artwork will be used in your wireless "one-time use" control system and within the community Local Golden Ticket advertising network.

EXCEPTIONAL ADVERTISING VALUE

Since all participants in the Local Golden Ticket program are also Premium Members, this program is integrated into their 3-D storyboards, mobile app and the community's centralized Local Golden Ticket program. This helps promote these tickets and build new business for the participants.

HOW TO PROMOTE YOUR LOCAL TICKET

It is as easy as telling the world to text the word (your word) to 72727. That will deliver your golden ticket and mobile catalog system. Your local community leader will be advertising all of the local golden tickets to bring you even more prospects. If you would like to test how the community promotion works, text the word "golden" to 72727. Imagine one of those sample golden tickets being from your business.



1 FAX IN YOUR TICKET REQUEST (No Login is Required)

Fax in the signed Local Golden Ticket setup form to 855-258-7329. You can find these forms wherever you signed up locally for this service. You can use this same form in the future to make updates or cancel the service.

3 WE SET UP YOUR WIRELESS SYSTEM

The Local Golden Tickets system is a powerful "one-time use" delivery system for offers that are designed to convert people into business. Specifically, to deliver an incentive convincing them to do business with you for the first time. Since an incentive like this is typically better than what is normally offered to the general public, these golden tickets are restricted to a one-time use based on the mobile number from which they are redeemed.

YOUR DELIVERABLES

Besides the power of the Local Golden Ticket system, our team will be here for you every step of the way. From handling all of the technology, setting up your unique golden ticket texting keyword, adding to your existing premium plan system, and integrating your business in the local advertising network, we are here for you. Everything we develop is designed around you not having to login, so right from the start you will appreciate our help.



Local Golden Tickets®
delivering customers to members

(844) Its-Done

E10: MEMBER FLYER 4

PREMIUM MEMBERS GET FANTASTIC MARKETING TOOLS:

<http://www.premiummembershipplan.com/brochure.html>

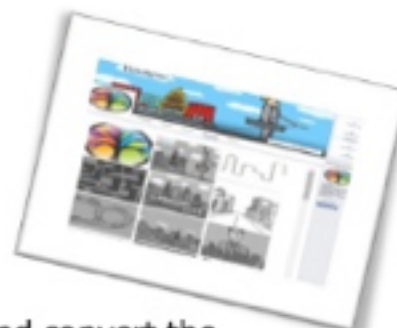
PREMIUM MEMBERS GET FANTASTIC MARKETING TOOLS

VALUED AT OVER \$700.00 ANNUALLY



Premium Membership plans include a wide array of services and web visibility. These are all designed to dramatically improve your business advertising. Features a 3-D storyboard with easy mobile updates, local community web promotion, catalog, mobile app, Facebook business page catalog, and twitter all from one program.

Auto post to your Facebook business catalog while at the same time publishing to Twitter.



Add PayPal and convert the system into an easy to use e-commerce platform.

Included is a professional mobile web app and key-word texting service. It's as easy as texting (your name) to 72727 to deliver your business to customers.



Use the *Local Golden Ticket* Program as a way to drive traffic to your business with mobile special (one-time use) wireless mobile offers.

As a premium member, your business will be tightly inter-connected into the Chamber of Commerce network and mobile applications.

This connectivity will help deliver more prospects.

E11: MOBILE

YOUR BUSINESS HAS TO BE A PART OF IT: THE FACT THAT MOBILE IS FAST BECOMING THE PRIMARY BUSINESS DEVELOPMENT TOOL AND YOUR MEMBERS NEED HELP WITH THIS NOW!

Fun Facts...



Fun Facts...



Fun Facts...



E12: WEBSITES

GO TO:
www.GoPremium.club

HOMEBROCHUREPROBLEMSOLUTIONDIRECTORYFEATURESPRICINGMORE...


Premium Membership Plan1-844-Its-Done | 1-844-487-3663 | Powered by Tiodew

Search

Welcome to the GO Premium Club

www.GoPremium.club

Go Premium Club - Premium Membership Plan




Upgrade your membership or join our organization NOW

0:00 / 1:41

YouTube

When you upgraded to a Premium Membership Plan you joined a club where the supporting members truly care about your business success. From the power and reach of the Chamber of Commerce and / or your membership network to help drive local prospects, to the premium member support center staff, you get nothing but the best support for your business.

Member Presentation Slides

 [Sierra Park Homes Reference](#)
Download File

HOMEBROCHUREPROBLEMSOLUTIONDIRECTORYFEATURESPRICINGMORE...

Premium Membership Plan1-844-Its-Done | 1-844-487-3663 | Powered by Tiodew

Search

Your Team

Your USA-based support team is located in team currently supports MEMBERS from C Newspapers in over 40 states. Our objectiv message locally, and expands your prosper

Your Service

As a Premium Member you are entered int deliver will be done with due diligence and

Your Tech

We invest a great deal in our technology an Premium Members are busy running their services. In fact, your Membership Organiz to [access our support center](#) and get to knv here for you and that will remind you why

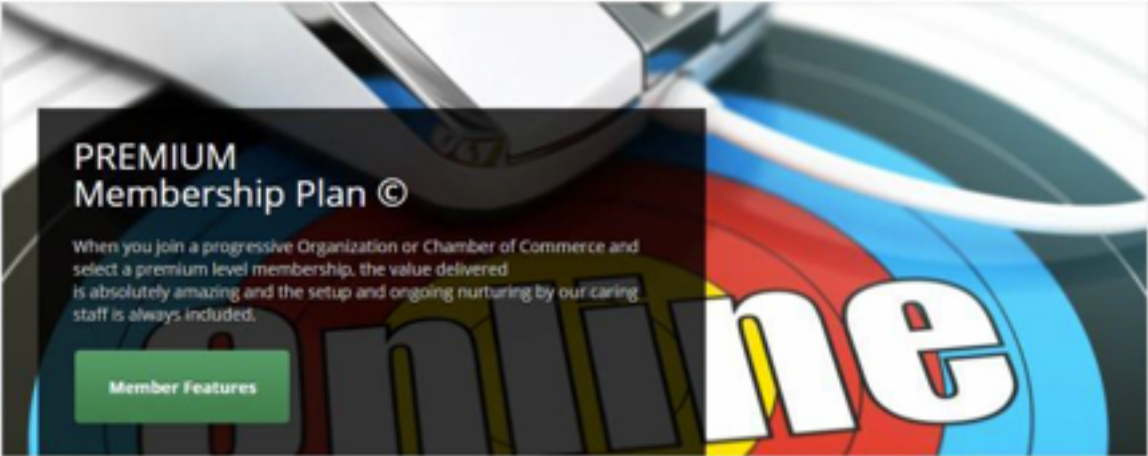
Your Paid

When you joined your local Chamber of Co DOOR, or upgrade to a Premium Members included.

PREMIUM Membership Plan ©

When you join a progressive Organization or Chamber of Commerce and select a premium level membership, the value delivered is absolutely amazing and the setup and ongoing nurturing by our caring staff is always included.

Member Features



Highly Automated - WE DO THE SETUP

All over the country you will see thousands of attempts to help grow local commerce, but the vast majority fail. Why is this? It is because 90% of business owners simply do not have the time to contribute information to the community systems, or [the content](#) and cost of assembling and processing the data was simply too expensive to manage. In understanding this market extensively through our sister company, [Tiodew](#), we made a decision to re-invent how a buy local program was structured and automated. Today, there is an [affordable solution](#) that is critical to any economic development program or plan for promoting member businesses.

1. We Provide the Program Automation

2. We Gather Information/Interview Businesses

3. We Create a Unique Storyboard Presentation

4. We Do the Data Entry for the Business

5. We Deliver Outstanding Support and Results

Newest Program Participants

• Historic Silver Valley Chamber ([View](#))

• Eastern Plumas Chamber ([View](#))

• Oroville Chamber of Commerce ([View](#))

• Florence Chamber of Commerce ([View](#))

• Anthony Wayne Chamber ([View](#))

132

E13: MEMBER SLIDES



Mapping the Future

...many experiment with new websites, trendy mobile applications, publications, and advertising in multiple channels.



What's a prospective member really looking for from your chamber?

We think they want you to help them GROW their business, but you really want to be sure.



DEFINITION: What is an EXPERIENCE MAP?

The Journey of the Chamber Member Prospect

The Experience Map is a strategic tool to document member prospect interactions taken before they decide to join (or not join) the Chamber.



The of an Experience Map helps to determine necessary information needed to provide to a prospective member with the information they need to make a decision to join the Chamber.



Premium Membership Plan
improving membership value

Why Join a Chamber?

“

It's important to consider your business and target clientele...

Are you looking to build local B2B relationships or grow a local business? If these are your primary goals, the local Chamber of Commerce is a good place for you.

Grasshopper.Com

”

Because membership in the local chamber offers numerous benefits and keeps business owners on top of important, ever-changing issues and trends within their community and local marketplace.

American Business Magazine

“

In the era of email, social media, and texting, local chambers of Commerce may seem like dinosaurs. However, these business organizations remain one of the best ways to network with other entrepreneurs in virtually any community.

The Intuit Small Business Blog recently asked a few small-business owners how they've used their chamber memberships to grow their operations. Based on their experiences, here are five ways that any company may benefit from joining a local chamber of commerce.

1. Solve business problems.
2. Learn something new (or act as an expert).
3. Receive discounts from other members.
4. Get free press.
5. Raise your profile.

Intuit QuickBooks

Why Join a Chamber?

“

Did you know that the Chamber is one of the most visited sites in the community? We serve quality results information to our Chamber Search Engine, Google, and Bing for our members.

”

Did you know that the Chamber of Commerce is the Official Area Network for our Community?

“

Did you know that the Chamber of Commerce is focused on processing local business and event information to facilitate both local and national search?

Before we get started here is an Important Question

- Does your board discuss ways to grow membership?
 - Please share those ideas
- Does your board discuss ways to grow member businesses?
 - Please share those ideas



It's important to offer value to **BOTH** member types.



That's What I Do

Take Care of **Non-Participative** Members



REVENUE

BOOST YOUR REVENUE

- ◉ Amazingly Simple
- ◉ Easy to Earn New Revenue
- ◉ We Do the Work for Your Members
- ◉ Simple to Follow Sales Manual

 Premium Membership Plans

RETENTION

BOOST YOUR MEMBERSHIP

- ◉ Exclusive Membership Benefit
- ◉ Membership Value is Clearly Realized
- ◉ Members Enjoy Red Carpet Treatment
- ◉ Members are Reminded of Value

 Premium Membership Plans

www.PremiumMembershipPlan.com

Richard Scully, CEO | Cell: (925) 699-9997 | Richard@Chamber.Guru

MEMBER PROSPECT JOURNEY AND EXPERIENCE MAPPING

Part of the Cities as Platform Series

Richard Scully, CEO

Richard@ChamberAssistant.Com
(855) ADD-Members Ext. 701



Premium Membership Plan
improving membership value

CREATING A MEMBER PROSPECT EXPERIENCE MAP

Basic Framework

**WHAT ARE THEY
looking for**



Their actions taken to review or find information about membership to meet their needs?

What are their key actions?

**WHAT ARE THEY
thinking**



How do member prospects judge their chamber review experience?

What do they expect?

**WHAT ARE THEY
feeling**



What emotions do member prospects go through while they review membership?

What are their ups and downs?

DEVELOPING KNOWLEDGE FOR THE EXPERIENCE MAP

Capturing Significant Insights



Truth Counts

Only real data creates a useable Experience Map as its value is closely connected with the insights it conveys.



Many Sources*

One source is never enough to get a comprehensive picture. One should gather as much information as possible from different sources (new members).



Iterative

Directed by the data collected which becomes an iterative concept that changes over time. The process is improved and becomes more elaborated at the same time.



Listening

Conversations with existing members is the most reliable source to gain qualitative knowledge. The interview should take place in a natural manner and environment.



Quantity

Based on a quantity of feedback results, other sources, such as member prospect surveys, can help to identify decisive content and strategy.

***FIRST SOURCE HERE:** Since we have worked with Ten's-of-Thousands of Chamber members through our Free Members Support center, we've done a lot of interviewing.



Chamber Relevance®
clear relevance built into membership



Here are my personal results

Summaries based on thousands of member requests over the past year via our Free Member Support center.

Since we focus on providing members with “Technical Support” the questions we receive are more technology related. Your questions will be different.

- ✓ Do you know why the Chamber never answers their phone?
- ✓ The Chamber said I would be referred, how can I see how many times they have?
- ✓ I don't seem to be getting any referrals from the Chamber how can you help me?
- ✓ When I search I find the Chamber but I have a hard time finding my business.
- ✓ Does my Chamber membership include help in setting up my Facebook account?
- ✓ How do I show my business through the Chamber with photos?
- ✓ What is the best way for me to show that I am a Chamber member on my website?
- ✓ Is there anyway I can add more information about my business to the directory?
- ✓ Who do I speak with about making changes on my membership listing?
- ✓ Do you know if the Chamber is able to publish my press releases?
- ✓ Can I publish coupons using my own artwork through the mobile app?
- ✓ I'm getting spam, can you hide my email address but still let people contact me?
- ✓ Is there anyone who can help me improve my search results through the Chamber?

The purpose of business is to
create and **keep a customer** (member).

Peter F. Drucker (US-American Economist)

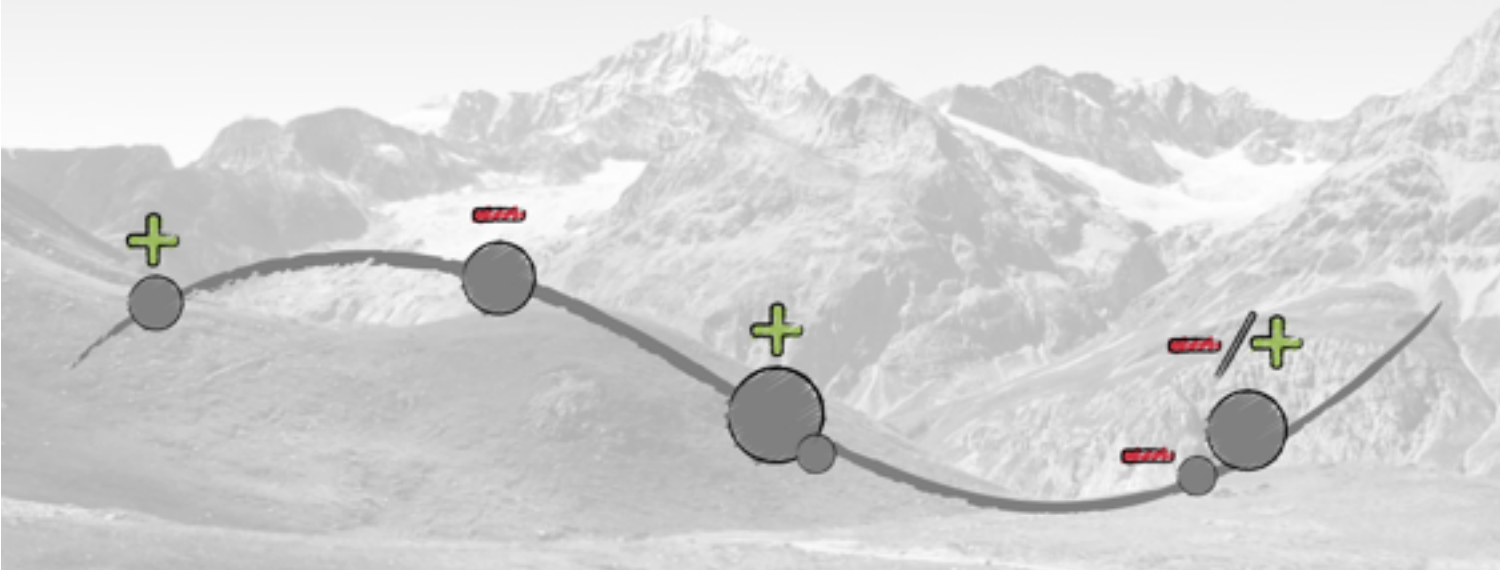
REMEMBER THEY HAVE A YEAR TO DECIDE...

...If they want to RENEW their membership



Critical to know if they are going to be an **ACTIVE** or **PASSIVE** member. This will
decide which membership plan they should signup for.

GATHERING INFORMATION FOR DEVELOPING AN EXPERIENCE MAP Step One



The first draft starts with the identification of interaction points with the Chamber and then drawing a path. Looking to mirror their thoughts and emotions, interaction points show positive and negative signs.

STARTING POINT EXPERIENCE MAP

Step Two



Next, emotions and thoughts are regarded more intensively with the aim to identify the underlying need. The qualitative information of the results are added as comments to the interaction points. Emotional conditions are depicted graphically. Also, quantitative information, such as statistical details find their place around the path.

LETS REVIEW THE DATA ELEMENTS AGAIN

Get Attention	Research	Decision	Purchase / Renewal
Create a situation where there is a rising interest in the Chamber or specific group of exclusive services.	They will research on the Chamber and these services over the phone or via your website. They to see how you can help their business	The member prospect decides by means of specific criteria only they fully understand.	The member prospect purchases their Chamber membership via a specific channel. Typically over the phone or online.
First usage	Further usage	End of usage	disposal
Initial experience of their membership and necessary onboarding steps.	Daily, regular use of the service within the respective context.	Due to specific criteria, the membership is viewed as no value or not used any longer.	Termination of their membership and purchase other service if required.

ARE YOU PROPERLY CONNECTING, INTERACTING AND DELIVERING PROMISED MEMBERSHIP SERVICES?

Step Three

The last step in their evaluation of possibilities make sure there are no obstacles in their research and contact with the Chamber. Also make sure that your promises are delivered after they join:

Communicative



Does the member prospect need specific content or specific essential information? Is that easy for them to find?

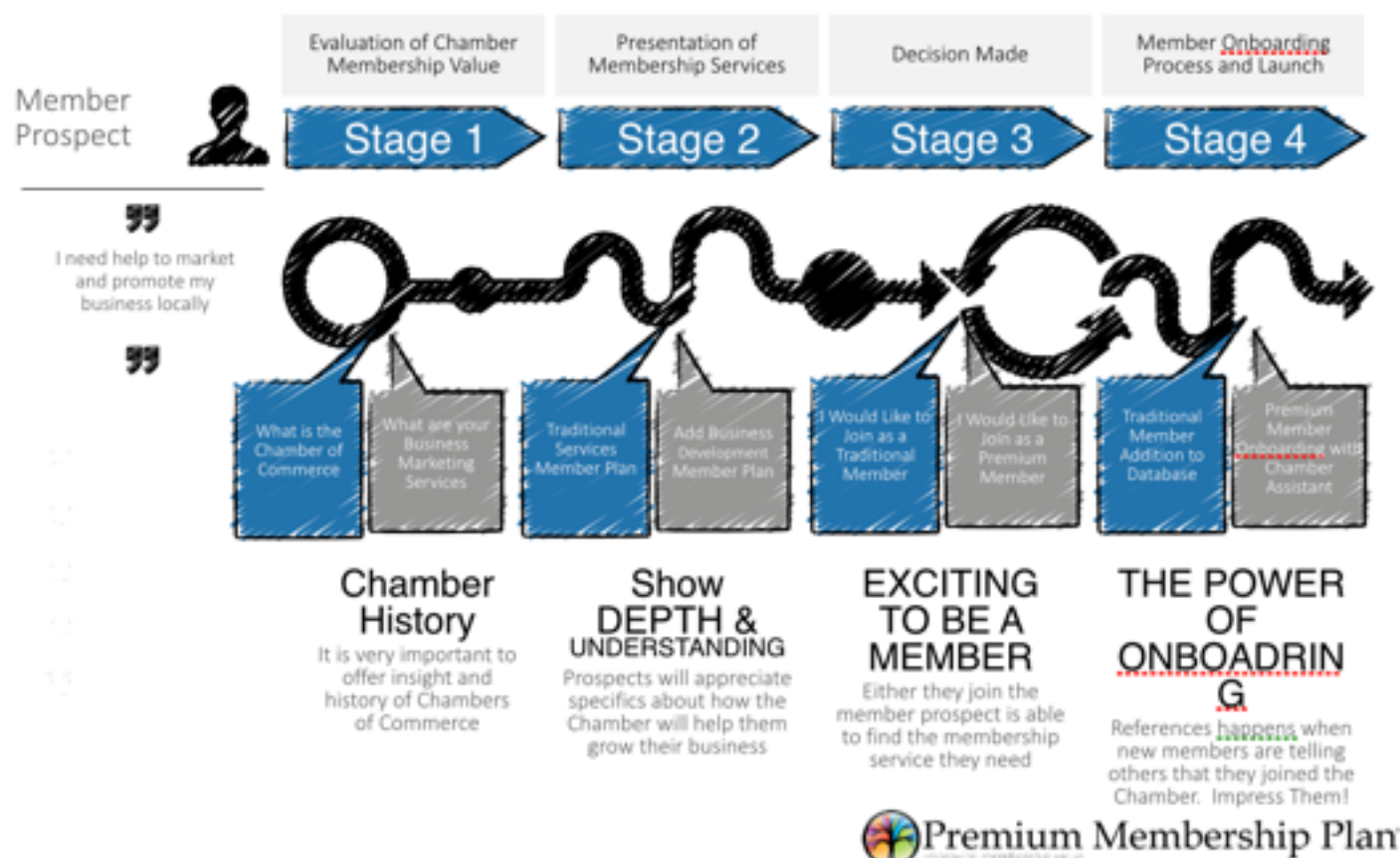
Interactional



What prevents the member prospect from interacting? How can the interaction be improved?

FROM SIMPLE TO NEXT LEVEL EXPERIENCE MAP

Draft Result



EXAMPLES

MEMBER PROSPECT EXPERIENCE MAPS

Richard Scully, CEO

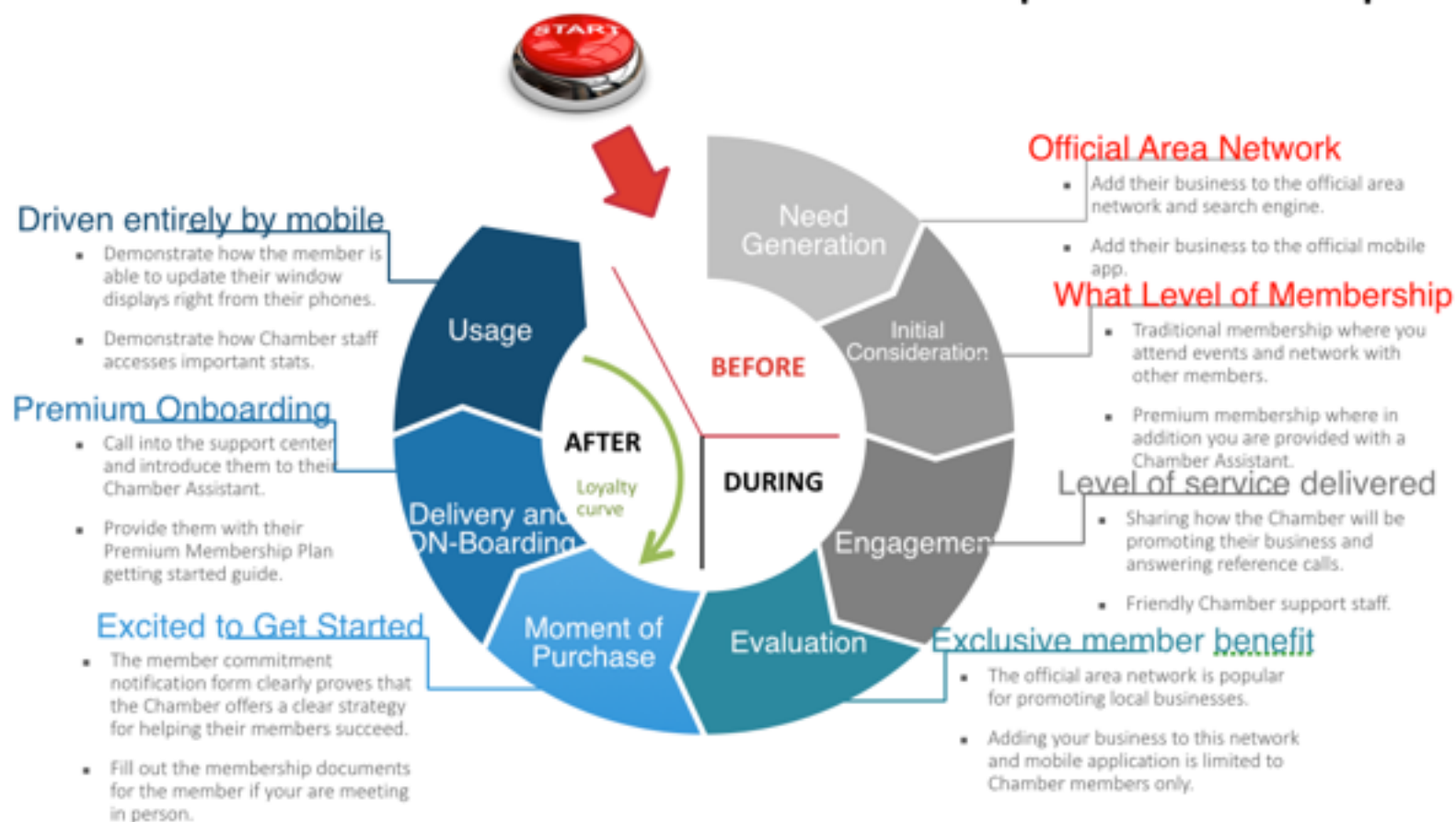
Richard@ChamberAssistant.Com

(855) ADD-Members Ext. 701



Premium Membership Plan

Before, During, and After Joining the Chamber - Staff Presentation and Reminder Experience Map



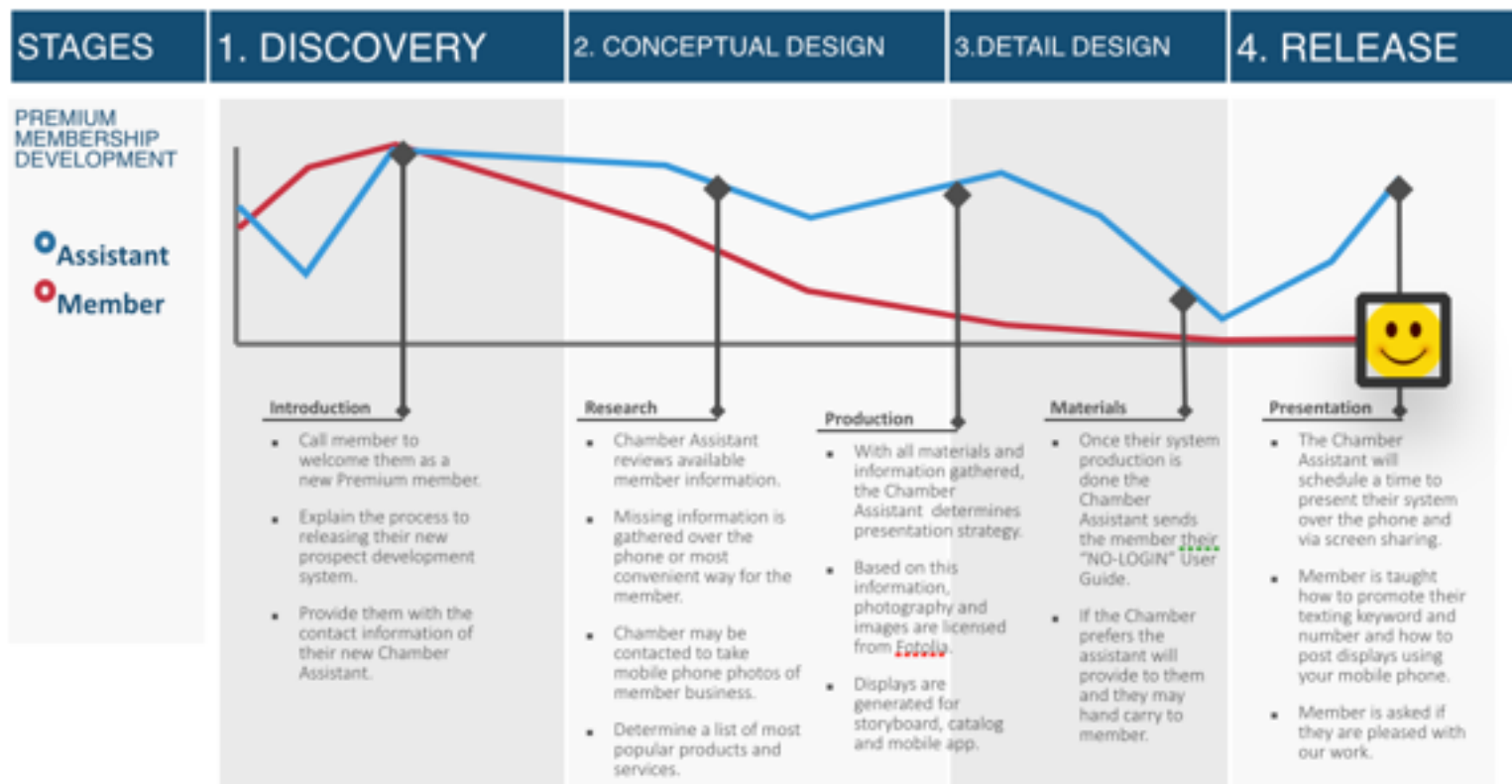
WHATS THE BEGINNING AND MAPPING HIGHLIGHTS



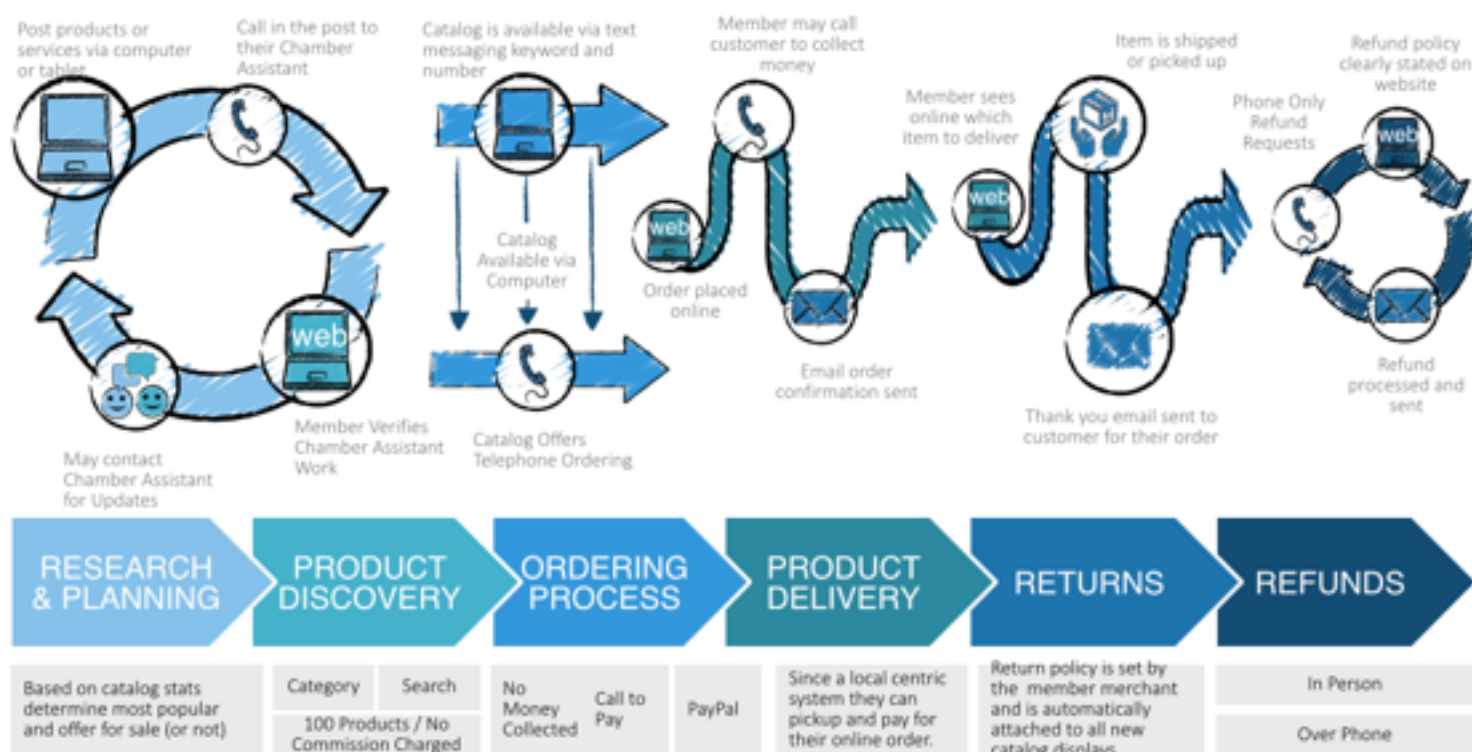
USING THE MAP IN A TYPICAL PROCESS



Premium Membership Plan EXPERIENCE MAP



PREMIUM MEMBER TRAINING SLIDE - ECOMMERCE EXPERIENCE MAP





CITIES AS PLATFORMS

Chamber takes position as management firm for local business and community information

Richard Scully, CEO

Richard@ChamberNation.Com
(855) ADD-Members Ext. 701

 Premium Membership Plan[®]
Member. Member. Value.

What we offer... (together its amazing)


■ Premium Membership Plans

- MODULE 1 works alongside ALL membership management systems.

 Premium Membership Plan[®]

■ Chamber Management Systems

- MODULE 2 Chamber Nation membership management system.

 Chamber Nation



When Combined



Amazing Results
Can Be Realized



When 20% of your members elect to go Premium then the Chamber Nation system is FREE.

Everyone gets their information from Google.

Yep! But what about all those local businesses whose information is not there?



The vast majority of information about your local business community isn't even there to be found by Google and Bing.

This is a huge opportunity for the Chamber!

What does the prospective member want to hear?

Yep! But what about all those local businesses whose information is not there?



- A. Join the Chamber and be included in our membership directory.
- B. Join the Chamber and have access to our mixers and events.
- C. Join the Chamber and we will do the work needed to be sure you are fully optimized for online prospect generation.

We would agree that all three are valuable, but "C" tells the prospective member that the Chamber is serious about helping their business grow starting the day they join.

Try this order and embellish a bit!



- A. Join the Chamber and we will do the work needed to be sure you are fully optimized for online prospect generation.
- B. Join the Chamber and be included in our membership directory and Area Search Engine.
- C. Join the Chamber and have access to our mixers, events, and our Syndicated Calendar System for promoting your own events.

Your Member Prospects Simply Want Help Growing their Business

Imagine what happens when you do and can prove it every time they advertise, or hand out their new electronic business cards.



Developed over the past three years.

Using feedback from thousands of Chamber of Commerce members we've learned that a major opportunity existed for Chambers of Commerce to grow.

- **90%** of your members do not like to login and work with web presence technology
- **90%** of your members do not update their websites on a regular basis but know they should
- **90%** of your members do not have a mobile strategy in place
- **90%** of your members do not have a program in place now to optimize text prospecting
- **10%** of your members may not need this Chamber of Commerce service



Designed as a New Revenue Producer

There is absolutely NO DOWN-SIDE for the Chamber, or we would not have wasted our time investing and building this amazing system.



Chamber Relevance
clear relevance built into membership

Bringing a whole new level of relevance to membership.

Turn-key Education Included



Every program includes a turn-key educational workbook (about 100 pages) that is used by executives and their board members to grow and retain membership.



Chamber Relevance
clear relevance built into membership

Requires Chamber Membership to Be Connected to the Official Area Network:

- Connections from the Chamber website, keyword texting campaigns, traffic catcher system (TCS), and community mobile application to member business link included.
- Access to member only reporting to determine most popular displays and click through reporting.

All inclusive USA based support:

- Each Premium Member is provided with their own Chamber Assistant.
- Ongoing member consultations relating to Display Development, Facebook business page connections, Twitter, and Traffic Catcher System services.
- Texting keyword creation and consultation on usage.
- Also show how to leverage their membership to see which advertising programs (newspaper, radio, TV, banners, etc.) they purchase are working to generate prospects and more.

MODULE 1 - What is...



Premium Membership Plan[®]

improving membership value

- It is an optional upgrade that is added to your existing membership plans.
- This option is available to new and existing members.
- It will dramatically improve the value of membership and make it much easier to grow membership.



Continue to offer your existing MEMBERSHIP plans...



1. Your existing membership plans do not change and are always available through the **BLUE DOOR**.
2. Members simply have the option to add additional business development services, provided by the Chamber, will join by using the **RED DOOR**.
3. Red door plans are simply a duplicate of your existing plans, but member pays a nominal amount a year more. This is paid to the Chamber and offsets all **RED DOOR** plan expenses.

Now your members have the option to expand their business development through the Chamber of Commerce



Custom Keyword Texting and Lead System

Easy Text Word Promotion



Terrific for:

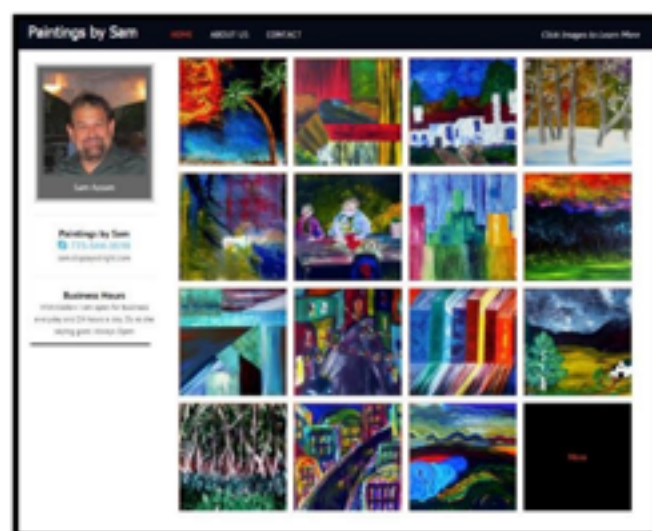
- Delivering your business card
- Delivering your services catalog
- Delivering a professional presentation to a prospects phone
- Delivering one-time use Local Golden Tickets

Easy Prospect Tracking



Terrific for:

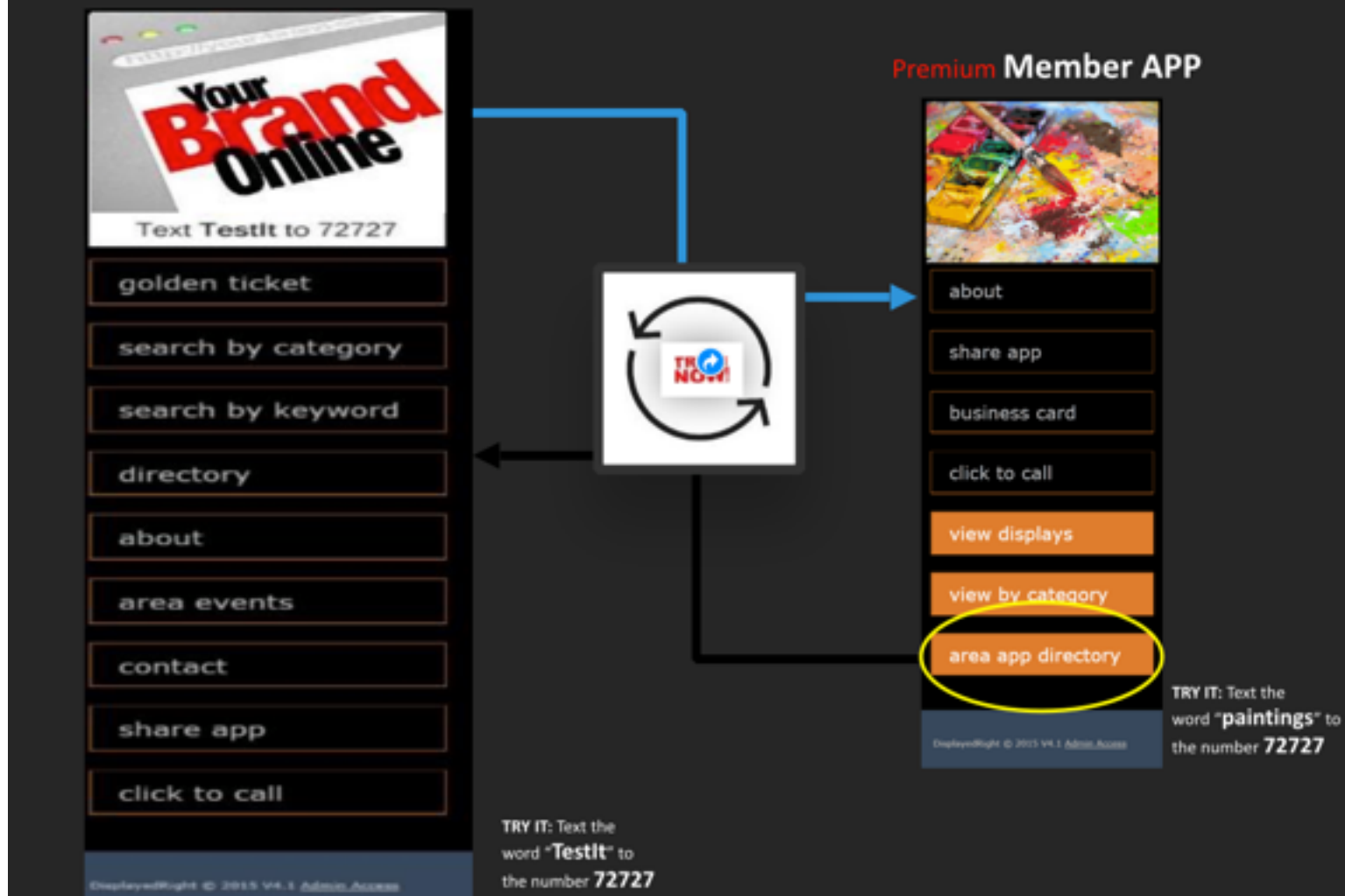
- Receiving a prospect list of mobile numbers from people who are interested in your services.
- You can use these leads to introduce yourself personally via a friendly text message right from your phone.



[TRY IT: Text the word "paintings" to the number 72727]
-or- <http://sam.opentohelpyou.com>



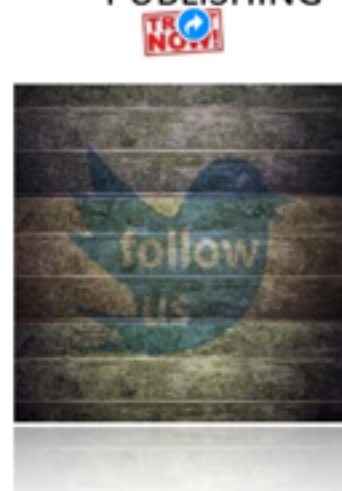
Chamber APP of APPS



Integrated Facebook Catalog



AUTOMATED TWITTER PUBLISHING



MOBILE DYNAMIC SYSTEM



UPDATE EXISTING MEMBER WEBSITES TOO





Local Golden Tickets

(TRY IT: Text the word "tsalon" to the number 72727)



Advanced mobile network
WITH one-time USE ticket
limitation and control system.

And the most important service... ..the **setup** service.



A Bright Idea That Saves You a
Lot of Time and Money.

- Easily add New Displays from Phone
- Determine the Best Media Results
- Present Properly on all Devices
- Use Simple Texting Keyword
- Use Mobile App to Distribute Ads
- Publish on Multiple Social Networks
- **Let Us do All of the Setup**
- Let Us be There for You

\$ Included in your Premium Membership Plan .

- Mobile Website Updating (Posting)

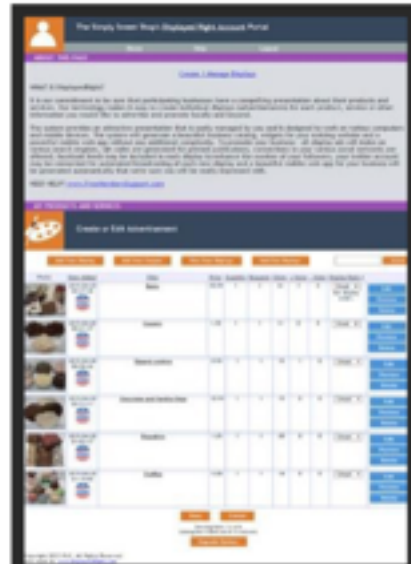


- Prospect Generation and Tracking



EVERYONE WE WORK WITH IS IMPRESSED.

You Choose the Access Level



Read this Backwards
TWO Letters at a Time.

Exceptional LEVERAGE and IT's Easy to Manage

Although we provide all of the setup and support for you, you still have the option to login to manage your displays.

We have three levels of access designed to meet your exact needs.

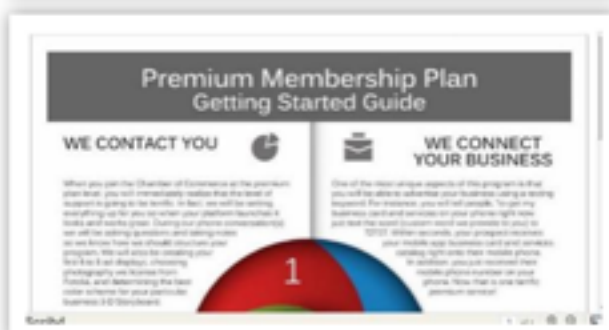
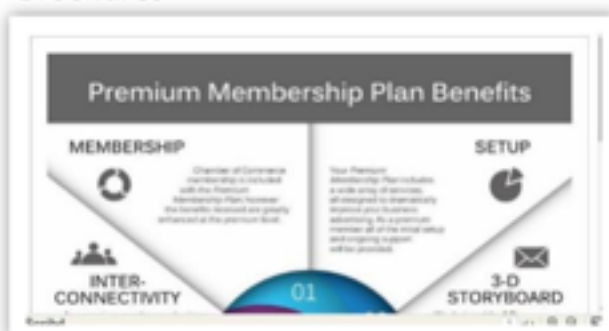
EASY MODE: Use your phone to post new displays to your storyboard and all other medias described.

MIDDLE MODE: Login and use the simplified display case ad manager (this view to left).

ALL ACCESS MODE: Or request full access and you can manage everything related to your online presence. This includes storyboard, social networks, about us content, mobile app, QR code publishing, statistics, etc.

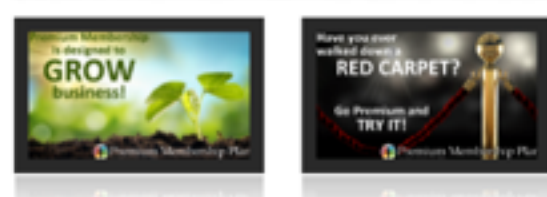
Sales Support Consultation, promotional Brochures, Video, and graphics are all Included

Brochures



Website updates

Your Team	Your 24/7 support team is located in Quincy, California which is about a 2-hour from the Lake Tahoe basin. Our support team currently supports 100,000+ from Chambers of Commerce and ADVERTISING franchisees across 47 states. Our objective is to deliver beautiful business presentations and technology that truly delivers your message locally, and expands your prospect reach.
Your Service	As a Premium Member you are entered into a club of businesses who are looking for solutions, not complications. Everything we deliver will be done with due diligence and purpose. Our workmanship will be excellent and responsive to your questions.
Your Tech	We invest a great deal in our technology and focus on delivering your solutions without you having to log in. We know that Premium Members are busy running their business. Everything we deliver is done for your benefit, not to add more services. In fact, your Chamber is paying us to provide you with outstanding support and leverage. We invite you to contact our support center and get to know our friendly staff. Every time you need our support, or just our advice, we will be here for you and that will remain priority you joined the club!
Your Paid	When you joined your local Chamber of Commerce you had the option to join through the 100,000+ or upgrade to a Premium Membership Plan. As a premium member, all of the setup and support services are always included.



Custom Branded Video for Your Chamber



Video will be embedded in your Chamber website once you begin to offer two levels of membership.

Amazing Program - 100% Recaptured (or more) Revenue for every PREMIUM PLAN



- RED DOOR Premium membership plans use the exact same plans that you offer now. The only difference is that a second plan, copied from your original membership plan list, would include all of the premium benefits.
 - These new plans will have a \$49.95 one-time admin fee attached to them that the member pays at sign up and we bill to you.
 - The plan is priced at \$119.95* or more per year than its corresponding traditional chamber member plan. Chamber collects this when the member joins the Chamber. This amount will fully cover the *\$9.95 we will be billing the Chamber per month for each premium level member.

(Ask about converting into non-dues revenue generator)

Although members who choose to join through the RED DOOR will pay slightly more for that plan, many valuable services worth well over \$700 per year are included. It is very possible that when they buy membership at the Premium Level, they will save at least \$350 a year in technology alone and also have their Chamber of Commerce membership too! Instead of charging their membership against their membership budget... they can now charge their advertising budget for membership.

Another Amazing Service INCLUDED when you signup for the Premium Membership Plan

Automated Texting Membership Proposal System



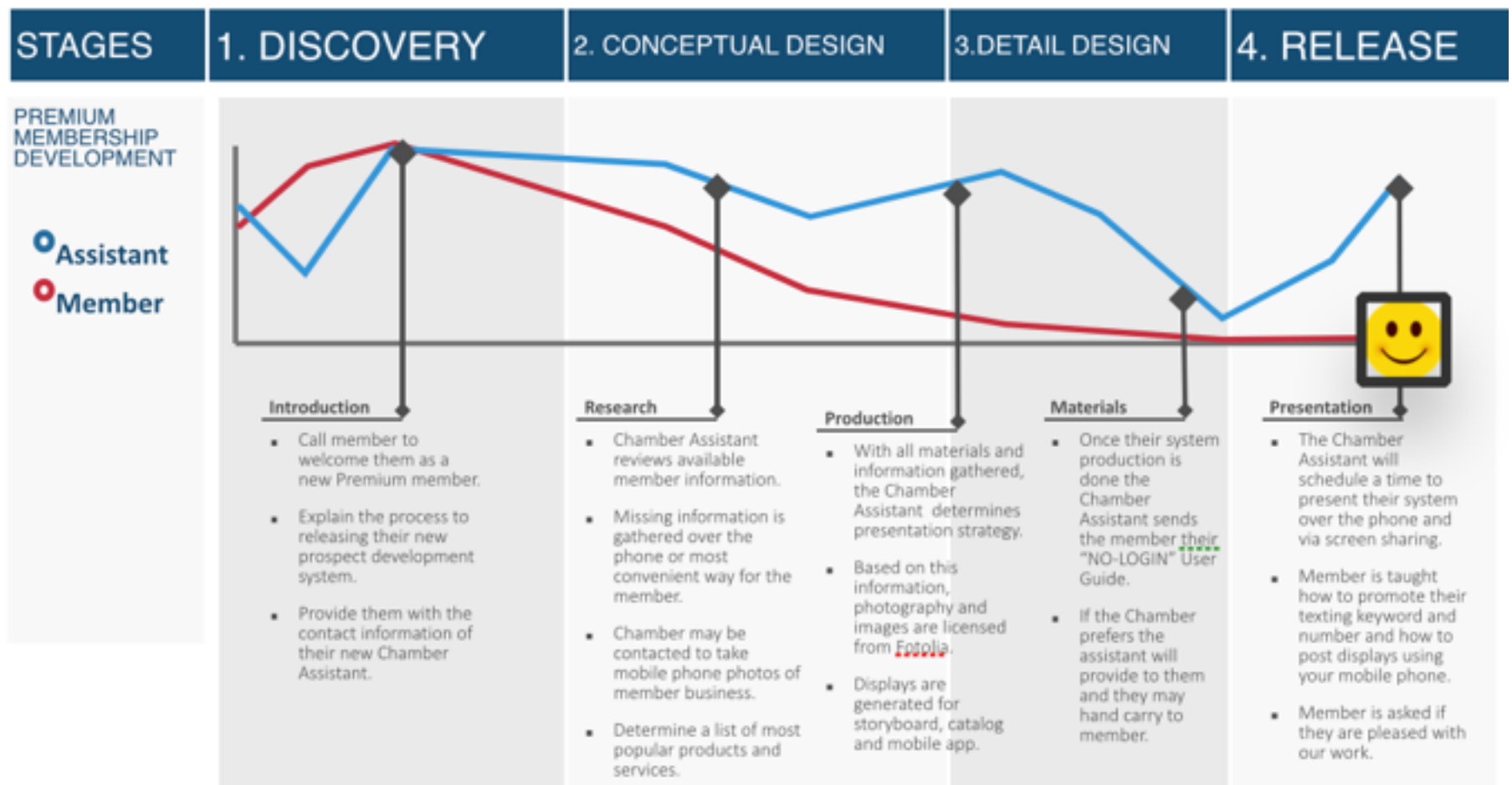
You're going to be amazed at the quality of our easy to use services that we provide to your Chamber of Commerce and to your members.

Everything we develop is around the concept of improving Chamber Relevance and saving either your members, or our customers **TIME**.

For this reason we have developed a fully automated membership proposal system that is accessed by simply texting the word (we will provide this to you later) to 72727. Once that step is completed, a short questionnaire is presented on the mobile device where your prospective member can enter some information. This information is then used to deliver a beautiful membership proposal that comes from your Chamber. Our Chamber customers have nothing to do but to make sure the prospective member texts in and answers a few questions. You can even do this for the member while talking to them on the phone or in person.

A terrific way to be sure that ALL OF YOUR prospects, regardless of your sales rep, or ambassador, are receiving the best proposal possible.

Premium Membership Plan EXPERIENCE MAP



E14: ORDER LOCAL GOLDEN TICKETS

GO TO:
www.order.localgoldenticket.com

This is where members go to order their Special Offer: Golden Ticket Program. (Included in Premium Memberships)

LOCAL GOLDEN TICKETS

LOCAL GOLDEN TICKETS

DELIVER SHOPPERS

TRY IT

DETAILS


MORE...

COMPLETE ORDER NOW

Congratulations on becoming a premium ClickableAD member. As part of your service, a Local Golden Ticket and mobile redemption system is **INCLUDED** at **NO EXTRA COST!** All you have to do is complete this [simple form](#).

Link to this page: <http://order.LocalGoldenTicket.com>

Tiodew -
EcTownUSA, LLC.
PO Box 3466
231 W. Main Street
Quincy, CA 95971
(855) 233-6362



System powered by [Tiodew](#)

[Website Privacy Policy](#)

157

E15: THE REAL VALUE OF JOINING A LOCAL CHAMBER OF COMMERCE

The Real Value of Joining a Local Chamber of Commerce

A Research Study



The Schapiro Group, Inc. | 127 Peachtree Street NE, Suite 1540 | Atlanta, GA 30303 | www.schapirogroup.com

Study Overview

Advocates of chambers of commerce have long believed that when a company is active in its local chamber, it is doing the right thing not only for the community but for its own success as well. While there is plenty of evidence to show the impact of chambers of commerce on their communities, it is much harder to find data that quantify the impact of belonging to a chamber. This study, commissioned by the American Chamber of Commerce Executives with support from Small Business Network, Inc., is designed to do just that: determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce. Do consumers really support businesses *because* they are chamber members?

Data for the study come from a scientific web-based survey of 2,000 adults nationwide¹. What makes the study unlike most, however, is that almost every question on it is part of one of several imbedded experiments. This means that respondents were randomly assigned to different groups at several points during the survey. Each group reads something slightly different—like a description of a company that changes only a little for each group—but then everyone is asked the same questions thereafter, regardless of which company description they just read. Therefore, when there are statistically significant differences in how different groups answered the same questions, we know exactly why it happened.

This approach yields powerful results because it bypasses the subjectivity of most opinion polls. A sampling of some of these results proves this to be the case.

Contents	
Chamber Membership as a Business Strategy	2
Chamber Impacts and their Causes	3
Impact on Large Businesses	5
Impact on Small Businesses	6
About The Schapiro Group and Market Street Services	8

- Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective, however, for communicating to consumers that a company uses good business practices and 26% more effective for communicating that a business is reputable.
- If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think that its products stack up better against its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43% more likely to consider buying insurance from it.
- When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

¹ Unlike for probability samples common in telephone and mail surveys, it is not possible to compute a margin of sampling error for web-based surveys that rely on panels of survey respondents. Nonetheless, the respondents to this web-based survey are demographically and geographically representative of the adult U.S. population.



Chamber Membership as a Business Strategy

The first imbedded experiment in the survey tests how effective an active membership in the local chamber of commerce is for making specific impressions on consumers. Joining the chamber is a good thing to do, but what exactly does an active chamber membership say about your company? Does it tell consumers that your business is reputable, that it cares about its customers, that it is involved in the community, or that it uses good business practices?

The Results

The results show that being active in the local chamber of commerce is a good strategy for businesses to use in communicating each of the four specific company traits. Statistically, it is an effective way to convey to consumers that a company uses good business practices, is involved in the community, cares about customers, and is reputable—regardless of whatever they may or may not already think about the company.

The percentages in Table 1 show just how effective of a business strategy being active in a local chamber really is. For example, consumers say that being active in the local chamber is 29% more effective for communicating that a company uses good business practices than it is for making a general statement about the company. The only other business strategy that so consistently communicates specific traits about a company is encouraging employees to volunteer their time.

The Test

To answer this question, we asked survey respondents to rate the effectiveness of five different business strategies, including being active in the local chamber. These business strategies represent the rows of Table 1.

We also divided up respondents into five groups at random. Each group was asked to define “effectiveness” differently. In one group, respondents were asked to rate how effective each business strategy would be for a company to show you that it uses *good business practices*. Other groups rated the strategies based on how effectively they communicated other company traits, which are represented by columns in Table 1.

The fifth group of respondents was asked to rate each strategy based on how effective it is for a business “to show you about itself.” This group, which was asked about no trait at all, is a baseline group. We compare the results from each of the four “trait” groups (the ones listed in the columns of the table) against the “no trait” group to determine whether any of the tested strategies are more effective, equally effective, or less effective at showing people that a company embodies each of these traits.

Table 1: How Effectively Business Strategies Communicate Specific Traits about a Company

		Specific Company Traits			
		Uses good business practices	Reputable	Cares about customers	Community involvement
Business Strategies	Being active in the local chamber of commerce	29% More effective	26% More effective	13% More effective	12% More effective
	Sponsoring events around the community	Equally effective	10% More effective	20% More effective	24% More effective
	Encouraging employees to volunteer	19% More effective	14% More effective	13% More effective	15% More effective
	Giving out scholarships to local students	Equally effective	Equally effective	28% More effective	36% More effective
	Encouraging employees to donate to a charity	Equally effective	Equally effective	Equally effective	Equally effective



Figure 1: What a Local Chamber Membership Shows Consumers

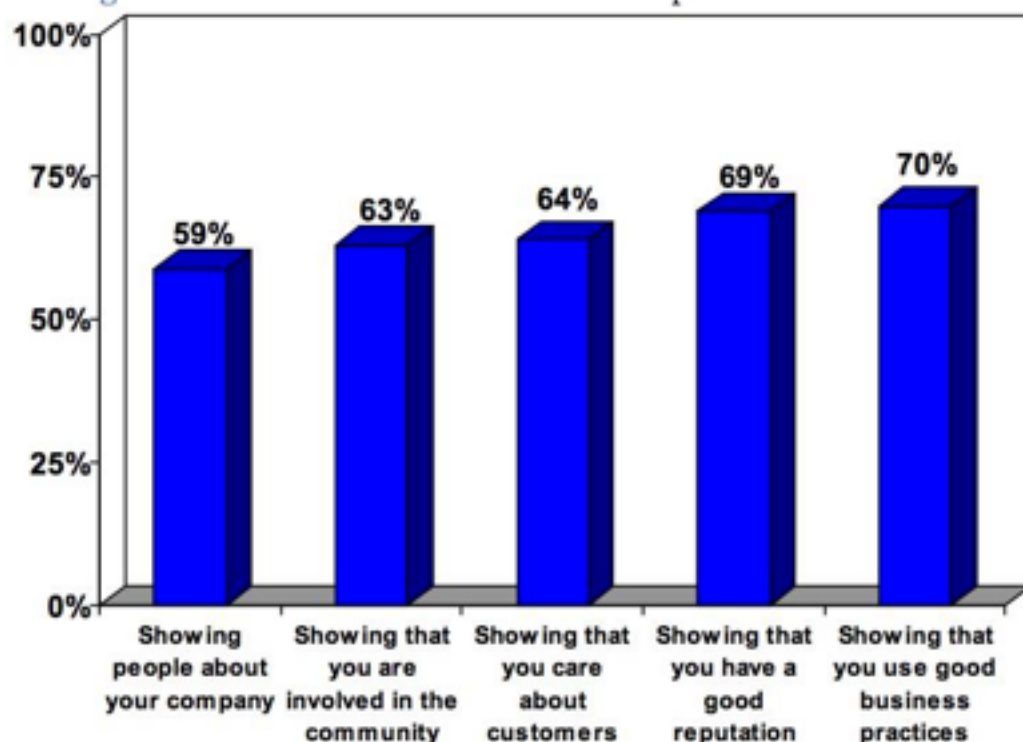


Figure 1 is a snapshot of just how effectively chamber membership conveys to consumers each of the specific company traits, as well as the baseline measure of “showing people about your company.” The effectiveness percentages are collapsed for easy viewing, so the percentages do not match up directly to the statistical values in Table 1.

The graph shows that seven out of ten consumers believe that being actively involved in the chamber is an effective strategy for enhancing a business’ reputation and for demonstrating that it uses good business practices.

Chamber Impacts and their Causes

The next step in quantifying the real value of a local chamber membership is to assess its impact on various consumer outcomes such as how they think about a company’s goods and services. If such impacts exist, how exactly does chamber membership make the consumer think differently about the company so as to explain the impacts?

The Results

The results show that chamber involvement can enhance a company’s reputation in a couple of ways:

- If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think that its products stack up better against its competition.
- When consumers find out that a company is involved with its local chamber, they are 19% more likely to think favorably of that company. This effect is not dependent on the degree of chamber involvement; it holds true regardless of whether or not the company is highly involved in the chamber.

The Test

This imbedded experiment involved creating a fictional business called the Wallace Products Company. It was important to use a fictional business so that respondents had no preconceptions about the company, its reputation, or its products.

Respondents were divided into several different groups at random, and each read a short description of the company and the products it makes for the home. There were only two ways in which these descriptions differed: some added that the Wallace Products Company was a longtime member of its local chamber of commerce, some added that the company is known for various traits (such as being involved in its local community or being trustworthy), and some included combinations of these.

No matter which version of the company description respondents read, they all answered the same questions afterward about the company, including how favorably they felt toward it and how well they thought its products stacked up against its major competitors. The differences in how the various groups answered these questions can be tied back directly to the different ways in which the fictional company was described to them.



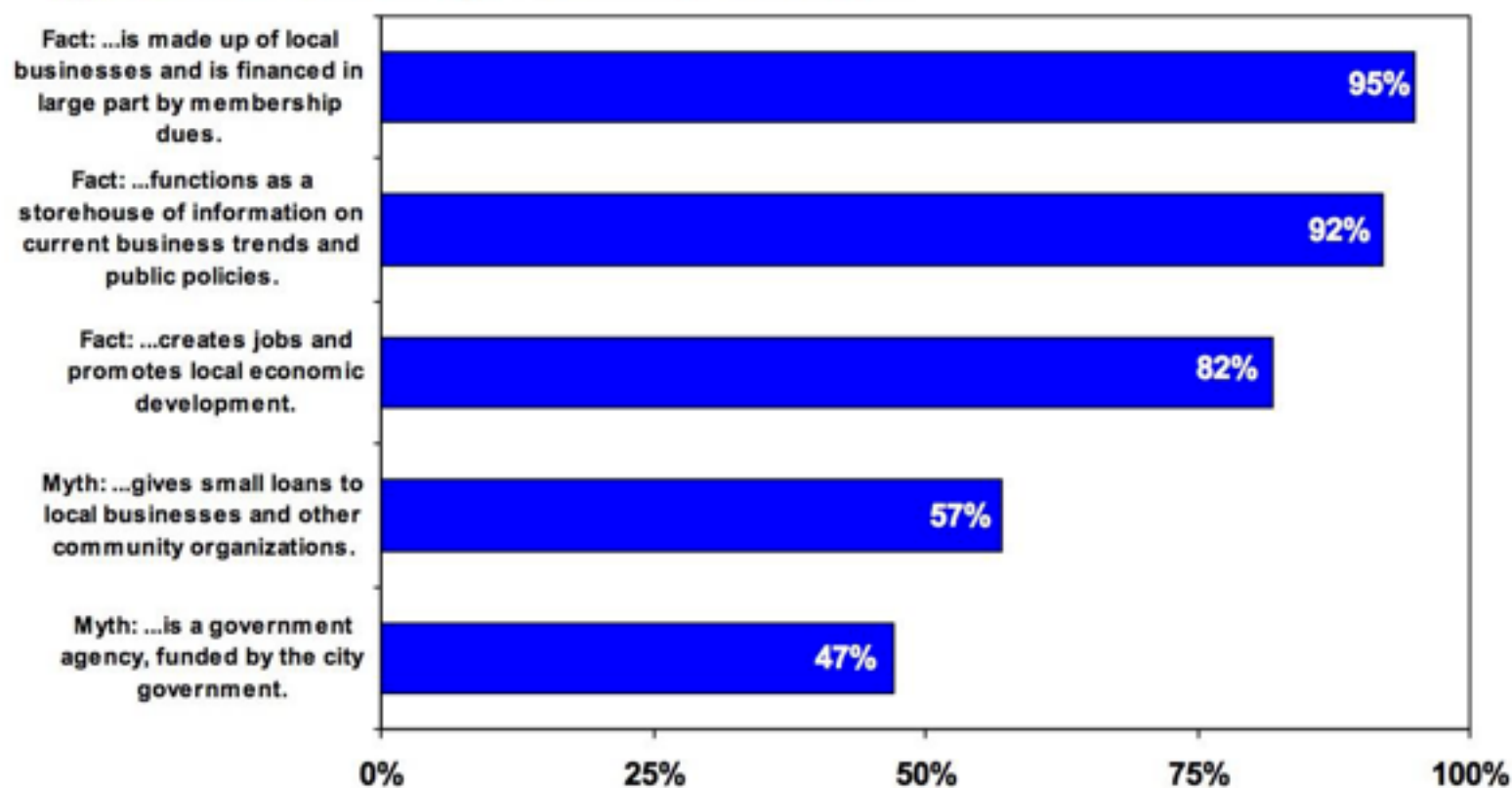
Next we parsed out *why* involvement in the local chamber leads to these positive effects. In other words, what exactly does chamber membership say about a company that creates these positive impacts?

- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
- When a consumer thinks more favorably of a company because the company is a member of its local chamber of commerce, it is because he or she infers that the company is trustworthy, is involved in the community, cares about its customers, is successful, and is a leader in the business community.

Figure 2 shows that most people know fairly well what local chambers do and do not do, but it is still important to assess the effect that this knowledge could have on the positive chamber membership impacts described above.

- The results show that consumers who believe the chamber is a government entity are *less* likely to think that chamber membership conveys a company's trustworthiness, business leadership, and community involvement.
- On the other hand, those who believe the chamber is a storehouse for information on current business trends are *more* likely to think that chamber membership conveys that a company is successful.

Figure 2: Beliefs in Facts and Myths: The Chamber of Commerce...



Impact on Large Businesses

The previous section of the report shows that chamber membership can have a big impact on a fictional company, but what about on actual companies? The next imbedded experiment in the study quantifies consumer outcomes for large, national corporations in the automobile manufacturing, insurance, and restaurant industries. Whereas before we used a fictional company in order to eliminate the possibility that a company's reputation affects the potency of a local chamber membership, here we use differences in existing reputations to understand *whether and how* those reputations enhance or suppress the positive consumer impacts of joining the local chamber.

The Results

Chamber membership has a marked effect on consumer outcomes for large businesses, and a company's existing reputation often changes the nature of the impact.

There is an important caveat, however: **the positive outcomes only occur when consumers know that a business is a chamber member** (i.e., being involved in the chamber is a known facet of the company's reputation). When consumers know that a large business is a member of the chamber, they are likely to patronize the company more often, to express favorable opinions about the company, to know more about the company, and to buy the company's products. The strength and nature of these effects differ by industry, as detailed below.

The Test

This imbedded experiment involved selecting a handful—usually 3 or 4—real companies that compete against each other for individual consumers at the national level, like Ford, GM, Honda, and Toyota. Survey respondents were divided into four groups, one for each company, and were then asked a series of simple questions like, “how likely are you to buy a car from this company?”

Respondents were divided up one more time, however. Half of the respondents in each of these four groups were first asked, “Did you know that [company name] is a member of its local chamber of commerce?” This creates eight groups in total.

Thus, we were able to determine whether “reminding” consumers about a company's chamber membership has an impact on consumer outcomes. Perhaps more importantly, by analyzing how people *who were not given the “reminder”* think about these different companies' reputations, we were able to determine whether and when the chamber membership impact hinges on a company's existing reputation.

The Impact of Chamber Membership on Large Restaurant Chains

Patronage Frequency

- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 50% more likely to eat at the franchise more often.

Favorability

- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 25% more likely to think favorably of the franchise.

Purchase Intent

- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% more likely to eat at the franchise in the next few months.
- Among consumers who already know about a particular restaurant franchise, those who are aware that it is a member of the chamber are 38% more likely to eat at the franchise in the next few months. Among those who are less knowledgeable about the franchise, chamber membership increases the likelihood by 76%.



The Impact of Chamber Membership on Insurance Companies

Consumer Knowledge

- When consumers know that an insurance company is a member of the chamber of commerce, they are 39% more likely to know a lot about the company.

Purchase Intent

- When consumers know that an insurance company is a member of the chamber of commerce, they are 43% more likely to consider buying insurance from it.

The Impact of Chamber Membership on Automobile Manufacturers

Consumer Knowledge

- Among consumers who have favorable opinions of an auto manufacturer, chamber membership leads to a 10% increase in the likelihood that they report knowing a lot about the company.
- Among consumers who have ever considered buying a car from a particular auto manufacturer, chamber membership leads to a 10% increase in the likelihood that they report knowing a lot about the company.

Favorability

- Among those who have ever considered buying a car from a particular auto manufacturer, chamber membership leads to a 20% increase in consumers' favorability reports.

Purchase Intent

- When consumers know that an auto manufacturer is a member of the chamber of commerce, they are 9% more likely to consider purchasing their next car from that company.

Impact on Small Businesses

Small businesses represent the largest segment by number of most local chamber membership rolls, so it is important to quantify the impact that chamber membership has on them too. This section of the report does just that using a similar analytical technique to the one for large businesses.

The Results

The results indicate that the impact of a local chamber membership on small businesses is more consistent and more powerful than for large, national corporations. The caveat here is the same, however: **consumers need to be aware that the small business is involved with its local chamber in order for the benefits to emerge.**

The results are detailed in the table below.

The Test

This imbedded experiment is much the same as the test for large businesses described on page 5. Since small businesses tend not to be nationally known, however, respondents answered questions about small businesses located in their area.

Half of respondents were first asked whether they knew that the small business was a member of its local chamber of commerce. The other half was not given this "reminder." Thus, we were able to determine whether "reminding" consumers about a small business' chamber membership has an impact on consumer outcomes, much like we did with large businesses.



For example, the table indicates that if respondents know that a small business is a member of its local chamber, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in consumer awareness, a 57% increase in its local reputation, and a 63% increase in the likelihood that consumers will patronize the business in the future. The table also shows the impacts among key demographic and geographic subgroups.

Table 2: The Impacts of Chamber Membership on Small Businesses

	% Increase in Consumer Favorability	% Increase in Consumer Awareness	% Increase in Local Reputation	% Increase in Likelihood of Future Patronage*
Overall	44%	51%	57%	63%
Region				
Northeast	44%	54%	34%	66%
Midwest	28%	55%	53%	49%
South	45%	43%	82%	82%
West	51%	47%	54%	56%
Age				
18-29	—	53%	62%	56%
30-39	34%	—	54%	—
40-49	54%	63%	54%	68%
50-59	44%	54%	67%	86%
60+	43%	52%	50%	61%
Income				
Less than \$20,000	—	—	89%	—
\$20,000 to \$40,000	54%	55%	59%	64%
\$40,000 to \$60,000	33%	40%	58%	55%
\$60,000 to \$80,000	45%	50%	61%	86%
\$80,000 to \$100,000	—	69%	50%	—
More than \$100,000	49%	75%	44%	77%
Gender				
Male	49%	53%	53%	69%
Female	36%	51%	61%	63%
Leadership				
Business Decision-Makers	37%	51%	58%	59%

Notes: “—” indicates no impact

*Includes purchases of both goods and services



About The Schapiro Group and Market Street Services

Since its inception in 1984, The Schapiro Group, Inc. has been known for its research prowess and strategic acumen. The Schapiro Group provides data-driven strategic consulting services for private sector, public sector, membership organization, and nonprofit clients. Every project undertaken by The Schapiro Group is customized to the unique needs of the client.



Over the past 20+ years, members of our research team have developed innovative strategic research for corporate, government, and non-profit clients at the local, state, and national levels. The Schapiro Group uses state-of-the-industry research design, statistical analysis, and social measurement to provide clients with the critical data they need to be competitive. We use methodologically sophisticated techniques that provide high quality information in an easy-to-understand format.

Our research team is led by Beth Schapiro, President of The Schapiro Group and a nationally recognized expert on strategy development and public affairs with 30 years of experience in the field. She holds a Ph.D. in Political Science from Emory University. Senior Strategist Alex Trouteaud holds a Ph.D. in Applied Sociology from Baylor University.

In its ten-year history, Market Street Services has served some sixty chambers of commerce across the country. Founded in 1997 as an alternative to traditional community and economic development firms, Market Street brings original insights and clarity to the evaluation and revitalization of the places where people live, work, and grow. Market Street is an independent firm that focuses solely on community and economic development issues. Through honest and informed assessments, Market Street can equip you with the tools to create meaningful change. Our solutions successfully merge our experience and expertise with your economic and social realities.

MARKET ST

From chamber organization and program analysis to complete economic and community development strategies, Market Street's top staff, led by long-time CCE J. Mac Holladay, are ready to assist your chamber.

E15: AGREEMENT

FOR AN AGREEMENT FORM PLEASE CALL:

(855)-233-6362 EXT. 701

PLEASE SIGN AND FAX THE AGREEMENT FORM TO:

(855)-233-7329