Developing Your Chamber Value

Center for Chamber Excellence

March 1, 2016
Historically, chambers work to better the local economy attracting businesses and working to retain jobs.

A lot of their efforts in state and local government on behalf of business were done behind the scenes. Those days are over.

It’s time your member businesses know what you’ve done and how it affects them directly.
Don’t leave your members wondering what value you bring to their business.

Waiting until renewal time is not the time to remind them either.

If your members cannot envision multiple ways in which you've made their lives easier and more profitable, you can bet they will probably not renew.

Making sure your members recognize the value you provide does take some work on your part.
This course will clarify your organization’s position in the community.

- It will differentiate it from other organizations.
- It will emphasize the value of Chamber services.
10 Ways to Bring Value to Your Members
Value #1

Money Saving Benefits
Value #2
Affinity Programs
Let’s them know the Chamber is working for them
Value #4
Events & Networking
Value #5
Education Seminars – Classes

- Professional Development

- Certificate - CEUs

Chamber Academy
“Learning Opportunities”
Course Catalog

The 2015-16 courses:

- Tech Tuesdays
- Lunch & Learns
- Business Breakfasts
- Simply Social Media Classes
- Self-Development Training
- Hospitality Training
Value #6
Advocacy – Advocate on their behalf
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<th>Value #7</th>
<th>Your Website is their Website</th>
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### Business Directory Search

**Camper Clinic, Inc.**
- 302 W. Market Street
- Rockport, TX 78382-4926
- (361) 729-0031

**Companion Animal Clinic**
- 2310 Hwy 35 N
- Rockport, TX 78382-5701
- (361) 729-7660

**Coastal Bend Women's Clinic**
- 524 S. Commercial, Suite B
- Aransas Pass, TX 78336-1816
- (361) 758-7300

**Gulf Side Medical Clinic of Texas - Dr. Jack Brackin M.D.**
- 1209 Hwy 35 N, Suite A
- Rockport, TX 78382-2732
- (361) 729-9811
Value #8
Membership Levels
Program

Special Thanks to Our Sponsors

Platinum Level
Richard Dias Construction Company
CRMC Care Regional Medical Center
Key Allegro Real Estate Company

Gold Level
RON HOOVER RV & MARINE CENTERS
Morgan Stanley
Wells Fargo

Silver Level
GSM Insurers
Fulton Business Corner
Rebecca Lee Coldwell Banker-The Ron Brown Co
1st Community Bank Rockport Location
MJ Olsen, CRS, RAPS, SRES, ABR, CNE Coldwell Banker-The Ron Brown Co
Key Allegro Marina Grog Bar & Grill
Oak Crest Nursing Center Genesis HealthCare
Value #9
Social Media

THE POWER OF SOCIAL MEDIA
Value #10
Accreditation
Questions & Answers

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