

## **CACCE 2009 Annual Management Conference – Roundtable Notes**

### Special Events

- “George Goes Green”: Environmental Day (April – Georgetown)
  - 800 attendees
  - Kid Zone Area – art projects with raw materials
  - Sold sponsorships for areas & vendor booths
  - Entertainment
  - Net \$10,000
  - Aaron Nelson – GreenPlus.org
- Harlem Ambassadors ( Liz – Kershaw County)
- Annual Banquets
  - Use instead of a sit-down
  - Food stations
  - BAH format
  - Awards theatre style
- Health & Wellness (Rick Lutovsky – Asheville)
  - 5K run starting & finishing at the Chamber
- Clay Shooting Tournaments
- Candidates Training School (Carlotta – Beaufort, SC)
- 9 hole golf tournament (Melody – Summerville)
  - 3-5 BAH
  - Follows awards program as part of BAH
- Table Top Exhibits at Annual Meeting
  - 2x2 space
  - Sell space for \$100
  - Competition with winner getting ticket to next years event
- Reverse Raffle in Feb
  - \$2500-3000 net
  - Sell 350 tickets @ \$100 a piece
  - Silent auction
  - Give door prizes
- Taste of the Town – veterans weekend, break even event (Summerville)
- Christmas Gala (Dunn)
  - Elegant – black tie optional
  - Heavy h’ors & music/dancing
  - Silent & live auction

- \$15000 net for small chamber
- Kernersville Home Sweet Home
  - Realtors, Home Improvements
  - Loans – 117 homes in show
  - Open House – green balloons
- Food for Thought
  - Eating for education
  - Restaurants donate up to 10% back to chamber
- Spend \$20 on the 20<sup>th</sup> – Shop Local Campaign
  - Spend on something you normally don't spend on
  - Worked with paper on selling ads
  - Just good PR
- Shrimp by the Bay (Brenda-Edenton)
  - Caterer, music, sell tickets
  - Sponsorships
  - Tickets open to everyone

### Campaigns

- Preferred volunteer campaigns managed by staff to those managed by consultants
- All participants considering some form of campaign
- Present sponsorships menu in fall for companies on calendar year budget, then quarterly reminder to pick up sponsorships from companies on other budget cycles
- Ask board members to make referrals or open door calls
- Maybe unrealistic to expect all board members to fundraise
- More focus on retention than new member recruitment
- Recruiting Volunteers
- Ambassador of the month
- Ambassador of quarter
- Get \$50 cash for most points
- Ambassador of the year based on points
- Ambassador sign contract monthly – 30 min meetings with Ambassadors – 2 min. infomercial drawn
- Board members sign contract – hold accountable

### Affinity Programs & Non-dues revenue

- Adrina Patterson's company – structured program

- Survey membership for value-added programs i.e. office supplies, health insurance, telephones, etc.
  - Gross sales - \$15k/month
- Infinity Business Group
  - Credit card processing services, free check recovery service (out of Lexington, SC)
  - Mike Till = contact person. \*get dollars for your change
- Chamber Master
  - Monthly database services (\$100/year)
  - They sell web-site advertising for you and you receive commission
- Local Newspaper - Discounted ad sales @50% off ads & Chamber receives \$0.50 per column inch
- Chamber Checks – local program with merchants
- Trips
  - Make money for Chamber
  - “Collette Vacations” - they work with your local chamber travel agents
  - Pricing is flexible \$100-200 back to your chamber per person
- Pre-paid legal – insurance identity theft
- Local Directory Sales-net \$15k return, lots of work
- Local TV advertising
  - 30 min. ad segment
  - Sell tv ad sales, downloaded on website
- NationJob – job postings, receive 15% commission
- MyE-Batch.com
  - Chamber search web program
  - Multiple chambers participate – goal=leads program
- The Barter Company – see Liz Horton
- Young Professionals – connect YP
  - Dues \$65 a year lowered to 35
  - 75 in group
  - Social networking
  - Happy hour or sun event each month
  - Professional Speakers program
  - Community projects
  - 21-41 age over 41 mentors @ \$24
  - They pay at events, do not have to be a member - \$50/year
  - Self run – sponsorships @ various events
  - facebook

## Retention Methods

- Payment Plans – installments (Cathy Altman)
- Operation “Thank you” (Jim Carpenter)
  - Staff/volunteers take thumb drive w. CoC materials
  - Hand written renewal notes
- Each staff member calls renewing members - personal call 3 months out
- 90 days before billing send BOD letter signed by all BOD members
- BOD takes approx. 15 members to call or visit
- Ice Cream Social
- Ambassadors call/visit
- Bank Draft; Go Green on invoice use c/c for payment.; banks cut fee; some monthly fee charge \$2-3
- Letter to members after drop
- Chamber Day Blitz – staff, BOD, Ambassadors
- Taste of Cary – Social they come to chamber, member appreciation
- Cook Out, Ice Cream Social – honored all past chairs
- Member Creed
- Thank you to our volunteers, be specific
- Life savors – “You’re a Life Savor”
- Extra Gum – “Thanks for going the extra mile”

## Community/Regional Partnerships

- Navigating from good to Great – 5 year strategy (GCCC)
- Military Business Center (Scott Dorney)
- Working within several county borders
- Business/Contractors Expo on Fort Jackson (GCCC)
- Breaking through community boundaries to develop regional alliances
- Look to regional economic development groups - possible start is regional BAH
- Find common areas of interest or concerns
- CoC can play role of “community convener”
- Possible opportunities for partnerships/collaborations through grants
- Partner w/ common college for seminars (Cathy-Brunswick)
- Partner w/ community schools on luncheon for teacher of the year event (Cathy – Brunswick)
- Bringing several groups together to build a community center, conference center, performing arts (Rita)

- Community branding & marketing
  - city tourism downtown
  - dev-committee of 100 & chamber having same 100k
- other chambers/entities quarterly meeting – projects together
- Center for Women in Business
  - Trade on space
  - Top 10 women in business speed networking event - \$20/person & sponsors