



## **Troy Area Chamber of Commerce Member Retention Plan**

Business Name \_\_\_\_\_

Join Date \_\_\_\_\_

Membership Level \_\_\_\_\_

### **Immediate (within first week)**

\_\_\_\_\_ Welcome call from Staff when application is being processed – Thank you for joining the Chamber. Why did you choose to join the Chamber?

\_\_\_\_\_ Email to say “Thank you” for joining sent through ChamberMaster or as a follow up to Welcome call. (automatic when applying online) Ask member for a high res logo (PNG/transparent logo preferred)

\_\_\_\_\_ New Member packet sent – mailed and documented in ChamberMaster Communications log.

\_\_\_\_\_ Welcome on Social Media (Facebook, Instagram & Twitter)

### **First 90 Day Touchpoints \_\_\_\_\_**

\_\_\_\_\_ Welcome New Members in E-newsletter

\_\_\_\_\_ “Thank you” for joining card from Chamber staff

\_\_\_\_\_ Personal visit or call to get to know the member. What are their needs?

\_\_\_\_\_ Schedule introduction time at On the Menu... (Membership Luncheon), Morning Connections

If new member hasn't attended a Membership lunch - Staff schedule introduction time at Membership Luncheon (lunch on us!) Lunch on Us coupon is only valid for 60 days.

**180 Day Touchpoints \_\_\_\_\_**

- \_\_\_\_\_ Card from Board of Directors
- \_\_\_\_\_ Targeted email regarding benefit usage (based on membership level)
- \_\_\_\_\_ “Poppin in to say Thanks” by Chamber staff or volunteer
- \_\_\_\_\_ Call from Chamber President

**270 Days Touchpoints \_\_\_\_\_**

- \_\_\_\_\_ New Member survey regarding their business and chamber membership usage
- \_\_\_\_\_ Send a link to a resource or article of interest or benefit information
- \_\_\_\_\_ Send Email prior to renewal date that includes Stat Sheet, “State of the Chamber” letter
- \_\_\_\_\_ Send invoice

**365 Day Touchpoints \_\_\_\_\_**

- \_\_\_\_\_ Send renewal letter to thank them for renewing
- \_\_\_\_\_ Thank you for renewing on Social Media and in newsletter