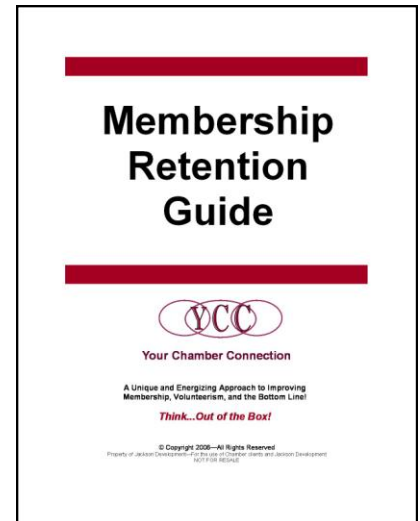


## Membership Retention Guide

It takes 50—60% of your revenue to recruit a new member and only 20—25% to keep them. Drawing upon 11 years of direct experience and success in Chamber membership retention, the information in this Retention Guide will help you establish an ongoing retention plan and offers samples to assist you with building a strong membership base that will continue to support your Chamber year after year. This Guide includes:

- Membership Data
- Keys to Retention
- Getting Started
- Retention Checklist
- Communication Samples
- Membership Surveys
- Renewal Samples

\$205.00

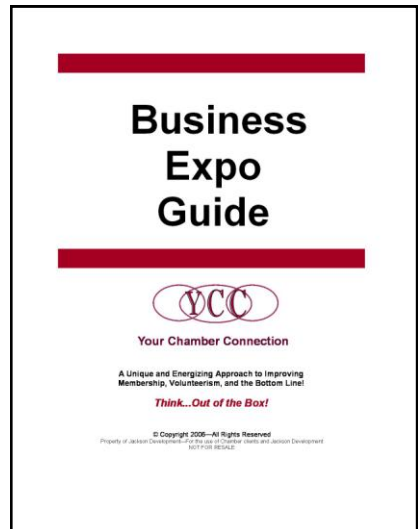


## Business Expo Guide

Are you simply setting up a display or SHOWCASING your Chamber? A Business Expo is not only an opportunity for the Chamber members' to display their products, but an excellent time for the Chamber to promote the programs and services that support the local business community. Presented correctly, Expos can be one of the most PROFITABLE events of the year. This guide includes:

- Establishing a Theme
- Writing a Budget
- Step by Step Checklist for the Expo
- Sponsorship Recruitment
- Booth Sales
- Entertainment!
- Press Releases
- Invitations, Programs and other marketing materials
- Promotion and Advertising Samples
- Room Layout
- Committee Involvement

\$105.00



## Annual Banquet Guide

Do your Chamber members yawn their way through the Annual Banquet? Tried and proven with results that increased attendance by 300%, this guide will help you establish an Annual Banquet that is an "Out of the Box" and PROFITABLE evening enjoyed by the entire community. This guide includes:

- Establishing a Theme
- Writing a Budget
- Committee Assignments
- Step by Step Checklist for the Event
- Sponsorship Recruitment
- Entertainment!
- Press Releases
- Invitations, Programs and other marketing materials
- Promotion and Advertising Samples

\$205.00

