

## 2019 Membership & Marketing Services Committee Program of Work (M&M)

### **MISSION:**

To develop, implement and communicate needs of the Chamber and its members. Promote and market Mid-Maine Chamber activities and encourage new membership while providing benefits to its current members.

### **GOALS:**

- Host 2 new member orientations held at the Chamber: March & Nov. 2018. Secure sponsor.
- Select and produce the Business After Hours; secure sponsors. Invite membership as outlined in the annual marketing plan. Continue to acknowledge new members & Board members at BAH to recognize them. Committee and board members will invite new members to attend and will introduce them. Reach out to larger employee base supports to encourage their employees to attend.
- Continue Gift Certificate Program; Increase number of businesses accepting certificates & target businesses to purchase them. Advertise as outlined in the annual marketing plan.
- Maximize use by Chamber staff of new CRM for touch points with new members encouraging use of chambers member benefits & engaging in member activities. Committee & marketing director will collectively est. a timeline for new member contact.
- Promote the Chamber Advantage Discount Card (Key tag) Program preferably in the 3<sup>rd</sup> & 4<sup>th</sup> quarters maximizing free promotional resources. Provide to new members when joining. Reissue new tags to all members and new door stickers to participating members before Sept. 1, 2019.
- Review Chamber Marketing plan annually for changes and updates.
- Review *Investment Schedule* (membership dues) annually no later than Sept. (preferably before the board retreat) & make recommendation to board. Develop an ongoing plan so that set scheduled increases are established.
- Review Chamber Alliance Benefits such as BlueOptions Health Insurance, OneVoice & Dental Insurance and, if desirable, promote through Chamber publications, social media & Website.
- Target non-members through strategic efforts to gain membership.
- Provide guidance to the Chamber with the following: Website management: Chamber, Mid-ME Bass & Taste; Social network management; Chamber, Mid-ME Bass & Taste Facebook; and Chamber Chatter with LinkedIn & Twitter pages to ensure efficiency while effectively promoting our communication goals.
- Upgrade technology in office plus any necessary software and hardware. Annual fee for Microsoft Products.
- Design, provide content for & publish a quality, monthly newsletter, *InTouch*, to be mailed & posted on the Website, a minimum of 11 issues per year. Promote & market Chamber activities, programs, membership news & press releases within the publication. Proofread whenever

possible. Email Website link to members including inserts in body of publication. Share publication on Facebook and LinkedIn. E-mail link to members.

- Provide content & design assistance to publish our bi-monthly publication, *Community Connection*, in co-operation with the *Morning Sentinel* and post to the Chamber's Web site. The publication shall be used to market Chamber activities and promote member sponsorships. Proofread whenever possible. Make the public aware that the *Community Connection* is a product of the Mid-Maine Chamber. Share publication on Facebook & LinkedIn. E-mail link to members.
- Committee will continually investigate and recommend ways in which to enhance the Chamber's brand perception to include but not limited to logo redesign, email template, signs, banners, publication layouts, etc. Revamp/redesign logos.
- Continue to promote Website & member pages/links whenever possible; provide Web sticker for members to utilize on their Web sites indicating that they are proud members of our Chamber and link to our site if possible. Additionally, make sure all municipalities that the Chamber serves utilize this; let other member Website designers know. Web Hosting.
- Produce *Better Living in Mid-Maine Guidebook*. Committee will proofread prior to printing.
- Co-marketing/partnering and continue to support of tourism promotion efforts by funding appropriate regional marketing efforts.
- Continue support and promotion of bass fishing in our region. Investigate other programs to attract to our region and/or develop a commercial outreach effort. Find out if possibility to partner with other orgs. that could benefit from such promotion like guides, lodging, etc. Sponsor Man vs. Maine Bass Trail.
- Continue with the ribbon cutting program for new businesses that open/relocate/expand in the region.
- Produce and promote weekly "Chamber Chatter" Facebook live events. Upload to Chamber's Facebook page, website and YouTube Channel. Retain sponsorship of \$1,800.

**Committee Chair:** Brandi Meisner; **Secretary:** Rick Whalen, Bruce White - back up

**Board Members:** Brandi Meisner, Rick Whalen, Bruce Harrington, Shawn Michaud, Sara Barry, Heather MacKenzie Thorne, Gary Zemrak, Jill Huard & Paul Gendreau.

**Members:** Phil Bofia, Bridget Campbell, Seth Carlson, Carly Champine, Jean Conway, Kristen Harding, Amanda Loubier, Scott MacDonald, Erin Merrill, Donna Mills-Stevens, Lisa Oakes, Gary Poulin, Darlene Ratte, Bruce White, & Gregory Zimba.

**Staff:** Brittnae DeRoche & Kim Lindlof

**Location:** Chamber boardroom; **Time:** 4<sup>th</sup> Wed., 3:00-4 PM, Jan–Nov; Dec. 18. No July.