

GRAPEVINE CHAMBER OF COMMERCE

MEMBER STATUS	WORK PLAN	
NEW MEMBERS	UPON JOINING/ WEEK 1 TEAM LEAD - NATALIE	New Member Packet delivered OR Mailed, including: Plaque, Directory, Newsletter, Luncheon Certificate, Program of Work, Now what? flyer
	TEAM LEAD - ROBERT	Thank You Email/ RaDonna Video, Visit and a Hand-Written Card sent from Membership Manager/ Membership Retention Coordinator to log and put in mail
		Membership Retention Coordinator contacts to set up luncheon introduction or Ribbon Cutting, if requested.
	MONTH 1 TEAM LEAD- RADONNA	Handwritten note card by CEO & Board to be mailed after Board Meeting.
	TEAM LEAD - ROBYN	New member listing in monthly newsletter
	TEAM LEAD- ROBYN	Ambassadors given list to split and email, call or send letter to New Members. New list given at each Ambassador meeting
	MONTH 3 TEAM LEAD - JOHN	Personal phone contact by Staff member
	MONTH 5 TEAM LEAD - ROBYN	Member survey sent to new member (what do you like & what can we do better?)
	MONTH 6 TEAM LEAD -ROBERT	6 month Anniversary Letter / Robyn and John video sent outlining Membership Benefits
	MONTH 9 TEAM LEAD - ROBYN	Director of Marketing contacts member to discuss membership, benefits, update record, etc.
ALL MEMBERS	30 DAYS PRIOR TO JOIN DATE TEAM LEAD - MICHAEL	1 st Invoice Natalie & Robert video received by Member
	MONTH 12 TEAM LEAD - MICHAEL	2 nd Invoice received by Member – friendly reminder
	MONTH 14 TEAM LEAD - ROBERT	Staff makes personal contact with Member -60 days past due
	QUARTERLY ALL TEAM MEMBERS	New Member Orientation with Staff: 5-10 min each to go over Website, Marketing, Events, Networking, Sponsorships, Billing etc.
	ANNUALLY TEAM LEAD - ROBERT	3 months prior to ALL investor anniversaries, the customer relations representative makes a personal call to visit about their membership.

	MEMBER RETAINED	Re-Investors Printed in our Business Matters Publication
LONG STANDING MEMBERS	<p>MILESTONE ANNIVERSARIES</p> <p>YEAR 2 YEARS 5, 10, 15, 20...</p>	<p>Randomly offer small tokens of appreciation of cookies, bagels as a surprise delivery. A special event planned to show our appreciation for their membership.</p> <p>Candy jar dropped Recognition on luncheon powerpoint, highlighted on renewing newsletter list</p>
LARGEST INVESTORS	PERSONAL ATTENTION FROM /CEO & CHAIRMAN OF THE BOARD (UNDER CONSIDERATION)	<p>Luncheon to be attended by our Largest Investors A special event planned to show our appreciation for their membership – Chairman’s Reception</p>

RETENTION PLAN

The first step to developing an effective Retention Plan is to begin with a survey of our current members. We survey our members every other year. This instrument is used in the strategic planning process and results are shared with members.

This plan addresses our different member statuses. These member statuses include: Our New Members; 2+ Year Members; and our Largest Investor Members.

In every case, we believe that specific steps need to be taken to assure that we retain our new and long-standing members. We know our members need consistent attention. That attention can come in the form of a hand-written card, a phone call or a small token of special appreciation.

NEW MEMBER RETENTION

Member retention begins the day a company invests in the Chamber. A systematic approach has helped us maintain a 85% and above retention rate over the past three years. The Chamber established the following procedures:

- New investors receive a thank you letter within 15 days.
- Investors receive a personal phone call at their 30 day anniversary to verify company information, and invite to a Member Orientation.
- Upon the 60 day anniversary the new member receives a personal contact from the staff to reinforce “what’s in it for them.”
- At the 6 month anniversary a congratulation letter reinforcing their decision to join and highlighting organization successes thanks to their investment is sent.
- To ensure new members are tracked a spreadsheet/dashboard is maintained so we know if they've attended an orientation, hosted a ribbon cutting, received a membership list, etc. Tracking new members is an effective way to keep lines of communication open, enhancing the new member experience.
- 3 months prior to ALL investor anniversaries the customer relations representative makes a personal call to visit about their membership.

Membership retention is a relationship building process which establishes customer confidence and satisfaction by understanding needs and expectations.

All members are invoiced 45 days prior to their join date; in the 12th month a second invoice with a friendly reminder and in the 14th month the staff will make personal contact with our members.

Finally, all New Members that retain their membership will be recognized in our publications as re-investors.

2+ YEAR MEMBERS

As part of our retention plan, we recognize the need to attend to our members that have been with us for 2+ years. This specific membership base will be called in the 6th month of their renewed membership. This call is to assure that they are receiving the full benefits of their membership and that we are meeting their needs.

LONG STANDING MEMBERS

Our retention plan is all about keeping our current members and keeping them happy. It is easy to assume that our members who have been with us for 10-20+ years will definitely choose to retain their membership. We do not assume this and in fact believe we need to attend to our most loyal members in a special way.

We propose that our longest standing members are given a small token of special appreciation randomly (cookies; bagels etc. to be a surprise delivery) and are invited to a special event specifically planned to honor their long-standing membership with the Grapevine Chamber of Commerce.

LARGEST INVESTORS

Our largest investor will receive personal calls from the CEO.

Our first Chairman's Reception is being discussed for 2022 for our Largest Investors and is to be hosted by our CEO and the Chairman of the Board. A sponsor will be solicited for this event.

TOOLS

ChamberMaster is a contact management tool that we will utilize to assure consistent communication. This tool allows us to set up reminders, track communication and generate reports on all contact information.

RETENTION HISTORY

The Grapevine Chamber will track our retention numbers and work to continually improve these efforts

IN CONCLUSION

Our Goal this fiscal year is to retain 90% of our members. In order to do this, we believe that it will be important to know the satisfaction level of all our members. We will continue to determine this by analyzing the feedback received through consistent surveying. We believe we can meet our retention goals, if we create and consistently adhere to a specific Retention Plan.