



Excellence in Innovation Awards

About the award: The Annual Excellence Awards will recognize innovative new projects from your chamber this past year. Chambers may submit multiple nominations for various projects, however each nomination must showcase something new offered by your chamber during this past year. This award recognizes excellence in innovative new ideas. Complete a separate form for each entry.

E-mail your entry with this completed form to info@iceaonline.com prior to May 10th. Each entry submitted for review will be charged a \$25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377 Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce _____

What are you submitting for? _____

Contact: _____

Telephone: _____

E-Mail: _____

Complete a duplicate entry for more than one entry. Please circle below the size of your chamber:

- 0—400 members
- 401— 700 members
- 701 + members

Forward e-mail with your submission attached to info@iceaonline.com no later than May 10th.

ICEA will accept nominations for the Annual Excellence Awards through May 10th.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific new projects throughout the past year.

Chambers are divided into the following categories for judging:

0—400 members

401—700 members

701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

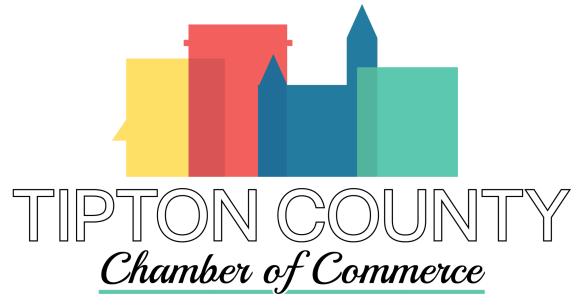
Chambers may enter multiple entries.

Deadline —May 10th.

E-mail entry link with this completed form to info@iceaonline.com.

Mail a non-refundable check payable to ICEA for \$25 per entry to:
ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000.



The Total Resource Campaign

The Tipton County Chamber of Commerce engaged in a Total Resource Campaign that helped to redevelop all of the Tipton County Chamber's sponsorship opportunities and increased its non-dues revenue.

Before this effort, the sponsorships of the Tipton County Chamber of Commerce largely went untouched for a decade and the sponsorship values had diminished quite significantly. It was because of that diminished value that the Tipton County Chamber engaged in the Total Resource Campaign (TRC). Prior to this TRC, the Tipton County Chamber only possessed three (3) non-dues revenue events throughout the year and those three events generated roughly \$20,000 in non-dues revenue.

After redeveloping our sponsorship opportunities and adding new programs, our Chamber was able to create 15 non-dues revenue programs, with nearly 100 sponsorship opportunities. The Tipton County Chamber set a goal of \$50,000 in its first year with the TRC. Our staff and volunteers were successful in raising over \$52,000, resulting in an increase of over \$30,000 in non-dues revenue. Furthermore, this TRC style of campaign allowed the Tipton County Chamber to increase its number of sponsoring businesses from 22 to 37 and raised the entirety of these funds in a 4-week period.

This success in increasing our non-dues revenue helped our organization hire its second employee and will enable our organization to continue innovating for our businesses and community.