

Nomination for New Member Engagement



Dear Nomination Committee,

I am writing to nominate our New Member Engagement Initiative for recognition of new Chamber Members. This program has been instrumental in fostering member retention and engagement within our Chamber, while also significantly enhancing the visibility and awareness of our new members in the community.

In the Chamber industry, member retention is crucial for sustained success. Recognizing this, we designed and implemented our New Member Engagement Initiative as a proactive approach to welcoming and integrating new members into our Chamber family.

Upon joining the Chamber, each new member is promptly scheduled for a personalized one-on-one member visit. During this visit, we delve into an in-depth discussion about their business, their specific needs, and how our Chamber can effectively support them. We provide comprehensive information about the benefits of Chamber membership and explain our organizational values and mission.

With this initiative is the creation of a New Member sign, which serves as a visual representation of our new members' commitment to our Chamber. We encourage new members to provide information about their business, including their offerings and contact details. For those with physical storefronts, we capture compelling images within their business premises, featuring the business owner proudly holding the New Member sign.

In addition, we leverage the power of social media to amplify the presence of our new members. We craft engaging Facebook posts that highlight each new member, accompanied by captivating images showcasing their business. These posts serve as a catalyst for raising awareness, recognizing new members, and driving meaningful engagement within our community.

The results of this initiative have been nothing short of remarkable. Our new members have experienced a surge in visibility and recognition, resulting in tangible outcomes such as increased inquiries and business opportunities. Allow me to share some notable success stories:

- A construction business garnered significant attention, with our Facebook post generating nearly 50 shares and ultimately leading to three prospective client meetings within 48 hours.
- A portable ice cream food truck, lacking a physical storefront, saw a remarkable increase in social media visibility, with our post garnering extensive shares and 30 comments, thereby bolstering their online presence.

Moreover, the ripple effects of this initiative have been positive throughout our Chamber. We have witnessed a surge in membership uptake, heightened engagement on our Facebook page, and a sense of enthusiasm and camaraderie among our new members.

This connection forged through this initiative, we have noticed, has increased the relationships and connections of all our chamber members together. Not just the new members. New members come into events with existing ones, and they already know each other due to the engagement online and are already talking about; referrals, business opportunities, and experiences. This abolishes the "doing it all on your own" feeling and keeps the retention of members and business in the area high.

In conclusion, our New Member Engagement Initiative has emerged as a cornerstone of our Chamber's success, exemplifying our commitment to fostering meaningful connections and supporting the growth of our members. I wholeheartedly recommend this program for recognition, as it embodies innovation, impact, and excellence in member engagement.

Thank you for considering our nomination.

A handwritten signature in blue ink that reads "Erin Prible".

Erin Prible
Executive Director



New ENGAGEMENT Member



Wells County Chamber of Commerce