

Potential Member Checklist

Check the items on the list below that you agree with to determine how your business could benefit by becoming a member of the Oscoda-AuSable Chamber of Commerce.

I would like to

- be represented at a State and Federal level of Government to promote a better business climate in Northeast Michigan.
- receive more referrals for my business.
- access discounts on services for my business such as insurance, credit card processing, and other member to member discounts.
- gain more exposure for my business.
- access more business education and training opportunities for myself or my employees.
- attend quality networking events, creating new opportunities and connections for my business.
- support the overall mission of the Chamber and promote "economic development and the advancement of the community's quality of life" .

Oscoda-AuSable Chamber of Commerce

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Oscoda-AuSable Chamber of Commerce Membership Referral Program



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Chamber Membership has its rewards!

Schapiro Group Study

The Schapiro Group and Market Street Productions released the results of a 2007 study that demonstrated the value of chamber membership from a different perspective - the perspective of the consumers. They surveyed 2,000 adults and here are some of the results.

- Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective for communicating to consumers that a company uses good business practices and 26% more effective for communicating that a business is reputable.
- If a company shows that it is highly involved in its local chamber, consumers are 12% more likely to think that its products stack up better against its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber, it is because he or she infers that the company is trustworthy, involved in the community and is an industry leader.
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 43% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce they are 43% more likely to consider buying insurance from it.
- When consumers know that a small business is a member of the chamber of commerce they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from that company in the future.

Because a growing membership benefits all Chamber members, we've created a new Membership Referral Program for current members to refer new businesses to the Chamber. A referral for this program is a business or repeat member (who hasn't been a member for more than one year) that joins the Chamber during a given calendar year as a direct result of a current member's efforts to solicit their membership.

Our new Member Referral Program is designed to strengthen our new members' relationships with current members, create greater awareness of chamber benefits, and ensure the longevity, success, growth & effectiveness of the Oscoda-AuSable Chamber of Commerce.

The Chamber Member Referral Program will benefit current members by:

- *Reducing membership rates for those who choose to participate.
- *Increasing understanding of the many benefits of a chamber of commerce.
- *Strengthening the relationship the chamber has with its members.
- *Creating a stronger voice on behalf of the business community.
- *Strengthening the relationship between members.
- *Helping to guarantee the continued success of the chamber.

How Credit Will be Applied

This program is intended to be an on-going program. When the Chamber receives a New Member Referral Credit Slip along with a fully paid new membership, the individual who referred the new business will receive notification in the mail or via e-mail regarding the new referral. The slip will then be filed and applied, along with any other slips, to the next membership investment billing that goes out. Members may inquire at any time about the number of referrals in their file. Members participating in this program will also receive periodic recognition in various publications such as the quarterly newsletter and the weekly E-blast, unless they instruct the chamber they wish to refrain from receiving recognition.

Rules of the Program

- Current chamber business members, or any employees of current members, can assist in recruiting efforts for the Chamber of Commerce.
- For each new business member the current business member signs up, the current business member will receive \$50 off of their next membership investment invoice.
- Current business members may receive UP TO their entire amount of membership investment off of their dues amount but will NOT receive money if they go over that amount (example: if their dues are \$220/year and they recruit 5 new members, they will pay \$0 for their next dues invoice and will NOT receive a check for the additional \$30)
- Credit must be given by the NEW business member to the current business member who recruited them.
- A Referral Credit Slip (included on this sheet) MUST accompany the new business member application.
- One FULL YEAR of dues MUST be paid prior to the current member receiving credit for the new member.
- The Chamber will provide potential member materials to all interested parties and will also conduct a briefing of the materials for those interested.
- Current business members who successfully recruit other businesses will be recognized throughout the year via various publications.
- Those who wish to participate MUST fill out a participant application form for the Chamber to have on file PRIOR to the first Referral Credit Slip turned in by a new business member.



Dues Schedule

1-15 employees	\$155.00 _____
16-49 employees	\$330.00 _____
50 + employees	\$455.00 _____

Accommodations/Lodging/Campgrounds (transient)

1-20 units	\$180.00 _____
21 + units	\$250.00 _____
Financial Institutions	\$350.00 _____
Golf Courses	\$205.00 _____

Professional \$250.00 _____
(Accountants/Attorneys/Media/Insurance/Education)

Spiritual \$ 50.00 _____

Organizations \$ 50.00 _____

Individual \$ 35.00 _____

Associate Membership \$100.00 _____

(limited to businesses outside of the Iosco/Alcona area)

Agent Membership \$100.00 _____

(limited to agents only)

Additional business with the same owner as another

Chamber businesses: 2nd \$100.00 _____

3rd \$ 75.00 _____

Home Based Business \$75.00 _____

(please call for more information)

Please add extra category listing fee for each additional category as listed above. (\$ 15 each/ yearly) _____

Membership Application

MEMBERSHIP APPLICATION

BUSINESS NAME: _____

PRIMARY CONTACT: _____ PHONE: _____

SECONDARY CONTACT: _____ PHONE: _____

ADDRESS: _____ CITY: _____ ZIP: _____

BILLING ADDRESS: _____ CITY: _____ ZIP: _____

BUSINESS PHONE: (ALSO INCLUDE TOLL FREE IF APPLICABLE) _____

WEBSITE: _____ EMAIL: _____

FAX #: _____ CLASSIFICATION: _____ # OF EMPLOYEES _____

DESCRIPTION OF BUSINESS/SERVICE: _____

DATE: _____ AMOUNT PAID: \$ _____ SIGNATURE: _____

Member Referral Program Credit Slip

The following information must be filled out completely and accurately and must accompany the membership application of the organization joining the Oscoda-AuSable Chamber of Commerce in order for the current business member to receive credit for the referral. Please see all rules of the program for more information and requirements.

Name of the referred organization:

Name of the individual to get credit for the referral:

Organization individual listed above represents:

Phone # of individual making referral:

Email of individual making referral:

By signing below, I agree that the above stated individual did refer my organization to the Oscoda-AuSable Chamber of Commerce. The above information is accurate to the best of my knowledge.

Signature
Representative from referred organization

Printed name

Date _____

