



MEMBERSHIP RETENTION Adopt-A-New-Member Calls

This program promotes retention of members in the Newcastle Chamber of Commerce. The Ambassadors have the key role as contacts for new members as they learn more about the Chamber as *their* business organization in the Newcastle area. The program is simple. During the first quarter of their first year, new members are contacted by a Chamber Ambassador, allowing them to build rapport with an experienced Chamber member - you!

Here's a simple guideline to use. Your "call" should be in person, if possible.

- Identify yourself as an Ambassador of the Newcastle Chamber of Commerce and ask if they have a moment to visit. If not, set a specific time to return the call and be sure you do.
- Tell them the purpose of the call:
 - to let them know how much we appreciate them as a member
 - to offer assistance or answer questions about the Chamber
- If you are meeting with them in person and learn they have not scheduled a Ribbon Cutting, suggest they call the Chamber for assistance in setting this date.
- Ask if they have received the *Chamber Chatter/Quick Notes*, the Chamber newsletter. Review the calendar in the *Chamber Chatter/Quick Notes* and the monthly opportunities available for networking. If they have not attended a luncheon yet, you may wish to "invite" them as your guest to the next luncheon.
- Tell them about the Chamber website (www.newcastleok.org) and let them know that the calendars are available 24 hours a day.
- Encourage them to drop by the office and meet the staff and see our facility.
- Of course, thank them for their time. Leave your business card so they may contact you at a later date.
- Please feel free to contact them numerous times throughout the first year to invite them to activities or just to see how they are doing. Remember, your personal touch may be just the thing they need to continue their membership.

***THE ADOPT-A-NEW-MEMBER SURVEY CARD IS PROVIDED TO KEEP A RECORD OF YOUR VISITS.

***AFTER YOU MAKE YOUR VISIT PLEASE DROP OFF THE CARD AT THE CHAMBER.