



PROGRAM OF WORK

Purpose

Develops strategies and practical actions to grow Chamber membership and increase Member retention through monitoring of marketing and business trends and considering the impact of doing business in Newcastle.

Mission Statement

- To enhance business growth and development of our members by the recruitment of new members and to represent the chamber as goodwill ambassadors.
- To increase the Chamber's representation of the business community through recruitment of new members and retention of existing members.
- To be an advocate for members and the business community in building and sustaining a diverse and prosperous economy.

Co-Chairs:

Overall Goal

- To Recruit and Retain Members

When / Where Meetings are held

- Meetings are held the first Wednesday of each month at Chamber office at 11:45 a.m.

Short Term Objectives (1-6 months)

- Maintain an active and vibrant committee
- Increase productivity of committee members
- Recruit new committee members
- Conduct membership drive

Long Term Objectives (12 months – 2 years)

- Increase membership
- Strengthen membership retention program
- Be an advocate for members
- Chamber Membership/Ambassador Council to have an increased presence in the community

Manpower needed to complete objectives:

- 10 active members

List of Council Members:

- Can be viewed on the web page.

Budget Required:

- None

Membership/Ambassador's Council Responsibilities:

- Members serve as greeters and host at all Chamber functions, i.e. ribbon cuttings, Business-After-Hours, open houses, luncheons, breakfast, etc
- Develops policies to encourage membership growth and recommends new members, as well as contacting them as mentors.
- This council is also responsible for the bi – annual membership drive