



Chamber of Commerce Guide to Membership Benefits

Benefit	Platinum Member 200% Dues	Gold Member 150% Dues	Silver Member Standard Membership	Non-Member
Membership Certificate	"Platinum Member"	"Gold Member"	"Silver Member"	Not Available
Membership Door Decal	Five (5) Free	Two (2) Free	One (1) Free	Not Available
Use of Chamber Logo	Free	Free	Free	Not Available
Printed Membership Directory	1 per year Free	1 per year Free	1 per year Free	\$50.00
Chamber E-mail Alerts	Unlimited	Unlimited	Unlimited	Not Available
Business Advertisement in Chamber E-Flash (paragraph form)	Two Free Announcements/Year	One Free Announcement/Year	\$25.00/per Advertisement	Not Available
Advertisement in E-Flash *contact Chamber for ad size & details	Two Free Per Year	One Free Per Year	\$25.00/\$50.00 Per	Not Available
Printed Membership Labels	Two Free Sets Per Year	One Free Set Per Year	\$10.00 (\$5 off your first set each year)	\$75.00
Special Recognition in Chamber Emails	Listed Upon Renewal	Listed Upon Renewal	Listed Upon Renewal	Not Available
Recognition in Chamber Lobby	"Platinum Member"	"Gold Member"	"Silver Member"	Not Available
Listing on Chamber Website with optional Web Page Link *contact Chamber for more info	Free	Free	Free	Not Available
Advertisement on Chamber Website *contact Chamber for pricing	Yes	Yes	Yes	Not Available
Chamber Bucks Participation	Yes	Yes	Yes	Not Available
Participation in the Energy Co-op	Yes	Yes	Yes	Not Available
Exclusive Discounts to certain Chamber Member Businesses	Yes	Yes	Yes	Not Available
Special Pricing for certain Chamber Sponsored Events	Yes	Yes	Yes	General Admission Price
Participation in Melon Car Promotion	Yes	Yes	Yes	Not Available
Host/Attend Business After Hours	Free	Free	Free	Not Available
Student Welcome Campaign	Yes	Yes	Yes	Not Available
Educational Sessions- dates & topics to be announced	Special Member Pricing	Special Member Pricing	Special Member Pricing	General Admission Price
Chamber Leadership Academy	\$250 Per Enrollee	\$250 Per Enrollee	\$250 Per Enrollee	\$450 Per Enrollee
Business Evaluation Online Survey	1 per year Free	1 per year Free	\$25.00	Not Available
Secret Shopper w/ Report	1 per year Free	\$50.00	\$75.00	Not Available

- **Business Referrals** - The Chamber office receives a large volume of calls and visitors each day requesting goods and services. We respond by referring Chamber members.
- **Chamber News** – Chamber members receive timely e-mail correspondence to provide the latest information on issues, events, and activities.
- **Involvement** – Chamber Committees provide opportunities for civic involvement in an area of interest and/or expertise. Please refer to the Chamber Guide to Committees for more information.
- **Networking** – Chamber members have ample opportunities to network with area business leaders through Chamber Mixers, Membership Events, the Chamber Round-up, Business Breakfasts, Business Cluster Roundtables, etc.
- **Sponsorships** – Promotional opportunities allow you to get your name in front of your target markets.
- **Legislative Updates** – Chamber members receive up-to-the-minute emails on legislative issues that affect business.

Thank you for supporting your Chamber of Commerce! You may choose to take an active role in the organization by joining a committee, volunteering for an event, or serving in a Chamber leadership position. Or, you may simply prefer to support the Chamber through your financial investment. Either way, your membership has many advantages - tangible and intangible, personal and professional.

Chamber Benefits Definition Sheet:

Membership Certificate- A certificate with the name of your business, the year, and your investment level. Please show you are a proud member and hang it somewhere in your business.

Membership Door Decal- A window cling to place on the door or window of your business showing that you are a proud member of the Chamber.

Use of Chamber Logo- Our official Chamber Logo can be used in your business publications and announcements so that customers and visitors know you are a proud member. A study done by the Shapiro Group says that customers are more likely to shop at a Chamber member business.

Printed Membership Directory- The directory has a complete listing of all Chamber members and their contact information.

Chamber E-Mail Alerts- Weekly emails from the Chamber with current Chamber and community events and information. Any of your employees can be added to the list so they can be kept updated as well.

Business Advertisement in Chamber E-Flash- When your business has a special or an event that you would like us to advertise to the entire membership, call or email us with your request. The price varies depending on if you want the ad to be paragraph of information, or in an ad format. \$25/\$50 (special pricing for non-profit organizations)

Printed Membership Labels- If your business would like to do a mass mailing to all Chamber members; we will print the complete member list on address labels for you.

Special Recognition in Chamber E-Mails- When you join the Chamber as a new member, or when you renew your membership each year, we will recognize your business in our Monday morning e-flash.

Recognition in Chamber Lobby- We have a framed list of all Chamber members, designating their investment level, hanging in our lobby for visitors to see.

Listings on Chamber Website w/ optional Web Page Link- We have a list of Chamber members with their contact information on our website. If your business has a website, the Chamber can add that link on our web page so customers and visitors can visit your site from ours. (Coming Soon: A searchable directory; members can be on multiple listings depending on their investment level.)

Chamber Bucks Participation- At no cost to your business, you can choose to "accept" Chamber Bucks, which is a gift certificate that can be used at any participating Chamber member business. Any business who accepts the Chamber Bucks can bring in the certificates presented to their business from a customer, to be reimbursed for the amount with a check from the Chamber. Some businesses do thousands of dollars worth of Chamber Buck business each month.

Energy Co-op- Contact the Chamber Office for more details. 217-735-2385

Exclusive Discounts to certain Chamber Member Businesses- Any Chamber member is able to participate in our Member2Member Program. Any participating members decide on a discount or special that they want to offer to the rest of the Chamber membership. Example: Culver's offers a 10% discount on any purchase, to all Chamber members. We create a coupon sheet and send it out in the member renewal packets as well as attach it to the Monday e-flashes on occasion.

Special Pricing for certain Chamber Sponsored Events- Events like our Office Professionals Luncheon and the Chamber Golf Round-Up, give a special price for Chamber members. Note: (not all events will have special pricing)

Participation in Melon Car Promotion- The Chamber melon car is available to make special appearances at any Chamber member business on any given Wednesday (as schedule allows). This gives the host business extra attention and the opportunity to have their business recognized in our weekly e-mail, and to the community.

Host/Attend Business After Hours- Once a month a Chamber member business has the opportunity to host a mixer. They are usually held on the fourth Thursday of the month from 5-7pm. The host business provides some sort of food and drink. This is a time to socialize, network, have fun, and to showcase your business. The entire Chamber membership is invited to attend.

Student Welcome Campaign- The three colleges located in Lincoln, along with their students, are responsible for \$30 million spent locally each year. Students spend, on average, about \$2,300 per school year! This program helps promote your business directly to them. This is a campaign created to facilitate a welcoming environment for our students from our local business owners and employees. Being a part of this campaign comes with perks, such as having the opportunity to get free promotions on Lincoln Daily News and on the Chamber website. Your business can get a discount in the Lincoln Daily News student coupon book as well as promote your business on the college campuses.

Educational Sessions- When the Chamber holds these sessions a few times a year on various topics, there may or may not be an admission fee depending on the venue, the speaker, and what it includes. Chamber members and the community are invited to participate. Session Examples: real estate, lawn care, customer service, etc...

Leadership Academy- This program is meant to inspire and train future leaders in the workplace and in the community. Participants will go through an 11-week class, held on Friday mornings, which will cover various topics. Topic Examples: local government, healthcare, the history of Lincoln/Logan County, the justice system, and much more. The class includes some field trips as well as a group-based project.

Business Evaluation Survey- The Chamber will conduct a Chamber-wide survey for your particular business. With your input, we will create an online survey through "Survey Monkey", that customers will be able to take. This provides you with feedback directly from your customers.

Secret Shopper with Report-The Chamber will appoint a non-Chamber staff person to come to your business and request certain assistance. This is meant to help you learn how your employees are treating and reacting to your customers. As the employer, you will be able to give us your input on what kinds of questions and requests you would want the 'secret shopper' to have.