

FUELING YOUR BUSINESS

WITH

MEMBERSHIP BENEFITS

Troy/Maryville/St. Jacob/Marine Chamber of Commerce

The Troy/Maryville/St. Jacob Area Chamber of Commerce is in its third decade of serving the community, and currently has over 465 members. Under the leadership of our Board of Directors, a four person professional staff carries out day-to-day operations at the Chamber; (Dawn Mushill-Executive Director, Travis Stutsman-Events & Marketing Coordinator, Bev Henley-Membership Coordinator and Kim Lange-Accountant).

ADVERTISING

Member-to-Member discount (free) <http://troycoc.com/membertomember>

- Place your discount on the discount sheet (remember to make your employees aware of this discount to members).
- Shows up on website
- Be sure to use your discount and make conversation with the Chamber member

New resident packets (free)

- Items such as coupons, brochures, pens, chip clips, etc.
- No dated items
- Supply 100 items to Chamber office

Undercover Director Videos (free to 110% Club Members)

http://troycoc.com/media_video

- Be sure to view them on Chamber's videos on FB, Vimeo or YouTube
- Application for Chamber to come to your business is on website
- The **Chamber gladly accepts donations for this service**
- Please do a testimonial for us to share on Facebook

Meet & Treat (free) http://troycoc.com/pdf/2016/forms/COOKIE_RUNS_FORM.pdf

- Introduction to 10-12 Chamber businesses (or potential Chamber members)
- You provide the treat (i.e. cookies, cupcakes, donuts, popcorn, etc.)
- It is very fun! - Please do a testimonial for us to share on Facebook.
- The **Chamber gladly accepts donations for this service**

Texting (free to receive)

- You will be alerted to our networking events
- Text chamber4 to 96000
- For \$50, you can purchase our last text of the month
- Good to have when the weather is bad and possible event cancellations

Press releases (free)

- Send us your press releases and let us forward to 15 newspapers
- Be sure that press releases are truly releasing info and not selling

Networking card http://troycoc.com/pdf/2016/calendars/COC_Cal_Apr2016.pdf

- You can advertise on the back for \$100 for half the space or \$200 for all of the space
- 1,000 copied and distributed to all Chamber members, to potential members and at events
- Mailed three times a year and also available online

Resource Magazine <http://troycoc.com/pdf/2016/resource/ResourceApr2016.pdf>

- 5,000 full-color copies distributed three times a year
- \$45/150 word w/picture or 175 w/out picture
- \$75 - business card size ad
- \$125 - $\frac{1}{4}$ page ad
- \$250 - $\frac{1}{2}$ page ad
- \$300 - logo on front of Resource
- \$400 - full-page ad (only two per issue)
- Hand delivered to over 100 local Chamber member businesses
- Buy all three for the year and reserve your spot (magazine always sold out)

Website Ad <http://troycoc.com/pdf/2015/resource/ResourceAdSample2015.pdf>

- Ad rotates throughout website
- \$25/month
- Buy twelve months, get two months free

Top of E-news http://troycoc.com/media_newsletters

- Ad at top of e-news
- \$25/week (must sign up for entire year - 1 ad per month for a total of 12 ads) - Total Cost is \$300
- Can change out ad
- E-news goes to approximately 1,400 people

Business cards at Chamber office (free)

- Drop them by or give to us at networking events; people stop in and go through them

NOTES FROM ADVERTISING SECTION:

NETWORKING OPPORTUNITIES

(Held at Chamber Businesses - all Members are welcome to Host or Cohost)

Connect with new contacts

Creating Business Connections <http://troycoc.com/networkingluncheon>

(First Tuesday of month - Except July 4) (free to attend/cost of lunch only)

- Like speed dating/networking/lots in one hour
- Average attendance - 50

Alive @ 5 <http://troycoc.com/bah>

(Second Tuesday of month) (free)

- More social networking/announcements/(game/prizes - supplied by Chamber members)
- Average attendance - 70

Business Before Breakfast <http://troycoc.com/morningmingle>

(Third Wednesday or Thursday of month) (free)

- Speaker/networking (feel free to apply to be a speaker)
- Average attendance - 50

ChamberNET

(Quarterly) (free)

- Multiple Chambers come together to put on event
- Average attendance - varies

Happy Hour

(Free to attend but you purchase your own drinks)

- Very casual/no announcements/no games
- Average attendance - 40

NOTES FROM NETWORKING SECTION:

WEBSITE

Login: troymaryville

Password: chamber

Calendar (free) <http://troycoc.com/cal.php>

Input your upcoming events

- Only item on the website that non-members can post
- Look at calendar to see what is going on the community

Job opportunities (free) <http://troycoc.com/jobpostings>

- Post your job opportunities
- Also post in e-news

E-news (free) http://troycoc.com/media_newsletters

- Deadline is the Friday before publication
- Published on Thursdays or Fridays
- Weekly e-mail sent to 1,400 people (do you receive)

Membership database (free) <http://members.troycoc.com/login.php>

- Excel document that you can use to merge into labels

Flyers on website (free)

- Submit your flyers to tstutsman@siue.edu and Travis will post your flyer onto our website

Facility rental (free) <http://troycoc.com/hallrental>

- Use when you are searching for a place to hold a meeting
- If you have a facility to rent, be sure to send us your information to post

Fundraising (free) <http://troycoc.com/fundraising>

- If your business has fundraiser opportunities, be sure to send us your information

Open locations (for businesses) (free) <http://troycoc.com/businesslocations>

- If your business has an open location, be sure to send to us your information to post

Search your own business (free) <http://troycoc.com/members.php>

- Let us know if there are any changes

Web coupons (free) <http://troycoc.com/coupons>

- Place your web coupons free on the Chamber's website

NOTES FROM WEBSITE SECTION

SOCIAL MEDIA

http://troycoc.com/media_socialnetworking

See what we're up to on:

Facebook (free) *(We now have three FB pages.)*

Our General Page: <https://www.facebook.com/tmscoc/>

Our Job Opps page: <https://www.facebook.com/pg/tmscoc/job%20opportunities>

Our Community Page: <https://www.facebook.com/pg/tmscoc/community/>

Be sure to "like" the Chamber's Facebook page

Post on the Chamber's website

Watch for "Market Our Members Monday"

Twitter (free)

Follow us on Twitter

LinkedIn (free)

Follow the Chamber on LinkedIn and if you like us, please endorse us

YouTube (free)

Watch our Undercover Director videos

Vimeo (free)

Watch all of the Chamber videos

Chamber App (free)

Text TMSM to 72727, it will text you back, click on it and it will go to your phone.

(Everything going on at the Chamber will be at your fingertips!)

Other:

Google Docs

Google Calendar

NOTES FROM SOCIAL MEDIA SECTION

EVENTS

Chamber Fundraisers <http://troycoc.com/auctionpage>

(sponsor/attendee)

- Casino Night
- Music Trivia Night

Community Expo/Family Fun Festival <http://troycoc.com/expo>

(sponsor/vendor/attendee) (free to attend)

Event held at Triad High School and funded through City of Troy tourism funding

- Spring Expo in March (Easter theme) and Fall Expo in October (Halloween theme) at Triad High School from 5:30 - 7:30 pm
- Vendor prices range from \$25-\$75 for Chamber members and \$100 for non-members
- Very family oriented
- Vendors encouraged to have some activity for kids (then you can speak with parents)
- There is a visit from the Easter Bunny at the Spring Expo. The Fall Expo allows the kids to come dressed in their Halloween costumes!
- You'll LOVE our Triad students - they help the vendors

Troy Family Summer of Fun <http://troycoc.com/tfsof>

(sponsor/vendor/attendee) (free to attend)

Event held at Tri-Township Park and funded through City of Troy tourism funding

- 5/12/17 MOVIE: Secret Life of Pets
- 6/9/17 MOVIE: Rogue One
- 8/11/17 MOVIE: Sing (Back to School Night)
- 9/8/17 MOVIE: Beauty and the Beast
- TBA Spin City Skating Event

We call this our "leave your wallet at home" night.

Fall Conference <http://troycoc.com/womensconf>

(sponsor/vendor/attendee)

Last year's event was a huge success

- Will be held on November 3, 2017 at Villa Marie Winery
- Opportunity for vendors/sponsors/attendees

Troy Family Pumpkin Festival <http://troycoc.com/fallfestinfo>

(sponsor/vendor/attendee) (free to attend)

Event held at Tri-Township Park and funded through City of Troy tourism funding

Date: Saturday, October 7, 2017

- Opportunity for vendors/sponsors/attendees
- Family day includes entertainment, food and vendors

Troy City Wide Garage Sale http://troycoc.com/cwgs_troy

(sponsor/attendee) (free to attend)

- Two events per year (Spring/Fall)
- Event held at Tri-Township Park and funded through City of Troy tourism funding
- If you are a garage sale lover, this is for you!
- Maps listing location and items available a week before event

Ribbon Cuttings <http://troycoc.com/ribbon>

(free)

- If your business is new or celebrating an important year, sign up for a ribbon cutting

NOTES FROM EVENT SECTION:

OTHER

Administrative Assistant Services

http://troycoc.com/pdf/2016/forms/FORM_FOR_ADMIN_POSITION.pdf

We have added an additional assistant to our staff who is available for hire to assist our members with their needs (for a nominal fee.) *Note: Work is done in the Chamber office only.*
Complete the Application for Services form found on the website and submit it to the Chamber.

We can assist you with:

Typing/data entry	Reminder phone calls (no sales calls)
General research	Social media (setup, updates, research, newsletters, etc.)
Designing forms	Mass e-mails
Putting together packets	Writing/sending press releases
Google calendar scheduling and management	
Register business for Chamber events	
Flyer/ad design and ad placement (could be used for non-resident packets)	
Folding/stuffing/mail merge/mailing projects/mailing campaigns (company to provide postage)	
Submitting items to job ops, e-news mem2mem discounts, calendar items, etc.	

There is a minimum of 3 hours of service and pre-payment is required.

Package #1: 3 hours/month Chamber services for \$75/month

Package #2: 5 hours/month Chamber services for \$125/month

Package #3: 10 hours/month Chamber services for \$250/month

Package #4: 15 hours/month Chamber services for \$375/month

Package #5: 20 hours/month Chamber services for \$500/month

Chamber logo on your website (free)

- We would LOVE to have our logo on your website
- We can send you the proper size logo and other info - just e-mail us

Marketing Our Members Monday

- Check our Facebook page on Mondays! Each Monday we market a member of the Chamber. All you have to do is bring our staff a T-shirt with your company name and we'll include on this list! We each wear a different t-shirt and say something about that particular company.

Member Referral Program

- To accomplish our goals, we must collaborate. As a business owner, you know first-hand the value of building teams. Every month a few new members join because current members shared the value that Chamber membership brought their business.

Through the **MEMBER REFERRAL PROGRAM**, we have created a way to reward that process!

- Email, call, hand us a business card - whichever way you choose - give us the name of a potential chamber member and when that business joins, you will receive a free networking luncheon and a mention in the next Resource Magazine! Have a few businesses you want to share?...great! You can have free networking luncheons for each one that joins! Collaborating just got better!

Chamber Board and Ambassadors

(Free - but you know these are highly paid positions - haha)

- We have the best Board and Ambassadors.
- They are all very dedicated to the Chamber <http://troycoc.com/ambassadors>

Chamber Committees

- The Chamber has four committees in which each Board Member and Ambassador serve on one. Each committee covers two major events (eight total). All members are welcome to join the committees

Membership Committee

Marketing Committee

Networking Committee

Tourism Committee

Testimonials (free - and appreciated) <http://troycoc.com/testimonials>

We would love to acquire either a video or a written testimonial on how the Chamber is doing

110% Club

- This program allows member to assist the Chamber in strengthening our infrastructure. Members will see the opportunity to participate in the 110% club program in their membership renewal dues invoice. A line item will be included on the invoice allowing members to participate by opting to give an additional 10% to their annual dues.

As a member of this elite club, participating businesses receive:

- Recognition on the Chamber's website (**Priceless**)
- Listing in the Chamber's Resource Magazine (**\$50 Value**)
- Mention at chamber events throughout the year (**Priceless**)

- Article in one 2017 Resource (150 words w/picture or 175 without picture) (**\$45 value**)
- Undercover Director Video (**Priceless**)
- Participate in our market Our Members Monday (**Priceless**)
- One free Networking Luncheon (**\$10 Value**)
- Posting periodically on Chamber's FB Page (**Priceless**)

This is new and really catching on! Add up the **Value** of what you get for joining the Elite Club - you'll instantly see this is a no-brainer! JOIN TODAY! - It's certainly appreciated by the Chamber, such an easy way to get BIG RESULTS for a SMALL INVESTMENT!

Email the membership@troymaryvillecoc.com with any questions.

Items at Chamber office (free)

- We have telephone books, maps, information on upcoming events, etc.
- Stop by and see us at 647 E. US Highway 40 (in front of Triad High School)

Business Expense (free - and saves you money)

- Talk with your accountant about possibly writing the Chamber off as a business expense
- Talk with your insurance agent to see if you receive any type of discount for being a member

Confidential Business Analysis (free)

- Dawn can sit down with you and review anything that you would like:
 - Marketing/Advertising/Promotion
 - Brainstorm new ideas
 - Discuss how the Chamber can assist your business
 - Really - anything

Notary (free)

- Dawn is a notary

Speaker (free)

- Do you need a speaker for your event? Dawn can discuss the Chamber at your event.

Decal (free)

- Make sure you have a decal in your business - Chamber members love to shop other Chamber members!

Fueling Up Meeting

- All new members either meet with Dawn individually or attend the monthly orientation
- All members are welcome to attend the monthly orientation, as a refresher

Chamber interns

- Chamber interns are acquired through SIUE, SWIC, Lindenwood, McKendree and sometimes from colleges out of state (during the summer).

Cards

- Chamber sends cards to members for a wide variety of things including sympathy cards, get well cards, congratulations cards, etc. If you hear of someone who could use a card, just let us know.

Tourism funding

- Chamber receives tourism funding from all four communities (Troy/Maryville/St. Jacob and Marine) to assist in events and promotion of events that can bring people to the two communities.

NOTES FROM OTHER SECTION:

PAYMENT

- Checks:** You can mail to the Chamber office
- Cash:** You can pay at any Chamber event
- Credit card:** You can pay any bill at any Chamber event with your credit card
- Online:** All invoices you receive can be paid online
<http://troycoc.com/payment>
- ACH debit:** You can sign up for ACH debit and we can take the money directly from your account
- Chamber Invoices:** Invoices are sent out monthly

Your membership application will be processed once your membership payment is received.

Chamber contact information:

- 647 E. US Highway 40, Troy (in front of Triad High School)
 - 618-667-8769 (office phone)
 - 618-444-6808 (Dawn's cell)

www.troymaryvillecoc.com

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