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Our Philosophy

Our philosophy is not to recruit a huge number of new members and then leave you to deal with them. We are heavily invested in helping you bring them in, but also in arming your team, from professional staff through volunteers, so that when the campaign is complete you know EXACTLY what needs to be done to retain them as permanent members of your organization.

It's the difference between renting members for a year (fundraising) and real growth!! It's a triple bottom line; recruitment, engagement and retention!!

Because we know that organization needs are not one size fits all, we customize our packages to work for you in a way that ensures you succeed!!

If your organization needs to recruit new members and you are motivated in that direction, then a full campaign is probably the way to go.

If you are an organization struggling with getting your volunteers to the table and you don't think the full campaign model is best suited to your strengths, but you STILL need to recruit new members.....a mini campaign may be just the thing.

IF you are an organization that has issues to address BEFORE you roll out your value to new members, then you might want to select options from our consulting package and let us help you optimize your position!

The bottom line is, we want to be your partners in this process, we want to listen to YOU and help you determine what would work best to take you to the next level AND we want to design just THAT program!



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Full Campaign Process



Situational Awareness

We start by having several conversations with the Executive of your organization to more fully understand your needs, the demographics and geography of your community, the strengths and weaknesses of your existing team, etc. We then schedule our ...



First Visit

We want to get your Board of Directors together before we meet with your staff. This allows us a better opportunity to speak directly to the issues you face every day. We'll then spend half a day with you and your team, explaining the campaign process, helping recruit your Chairmen, developing a "social ambassadors team", then doing additional staff training on member retention. (30-45 days out)



Second Visit

We'll get together with your staff first to discuss tasks completed, talk about next steps, and reinforce the training we've already done. Next, we'll meet with your Chairmen and Captains. This is where we'll help them get prepared to build active, engaged volunteer teams intent upon growing the organization! (15-30 days out)



Event Week

The night we arrive, we'll meet again with staff and other key players. The next morning, we'll bring in the first shift of recruitment teams and turn up the heat! We'll be in town for 3 days, leading shifts, keeping everyone fired up and sending out runners to collect fees and deliver membership packets! Day 3 we'll do some additional training with your Ambassador team to get THEM ready for what comes next!

ROI: A campaign customized for YOUR chamber, inspired and empowered staff, more engaged volunteers and new members who stay members!!!



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Mini Campaign

Structured similarly to the full campaign, but in a tighter time frame.

You may want the mini campaign if:

- You have a small organization.
- You feel getting volunteers to the table would be a challenge.
- You have a small, focused goal for new member recruitment.
- You are concerned about travel costs associated with the full campaign.



Situational Awareness

Identical to the full campaign structure. We want to get to know you.



Pre-Campaign Visit

We arrive in your community and host a series of consultation meetings focused on process, engagement and retention. The meetings will be with the following constituencies; Board of Directors, Chamber staff, Ambassadors.



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Mini Campaign



Campaign

The number of volunteers needed for the campaign will be determined once we have established your new member goal. Additionally we will need your Ambassador team. Leading up to the actual campaign date, volunteers will receive alpha and category lists of current members and anything else that may help with brainstorming the right people to be on their call list.

Your volunteers will be divided into two shifts; morning and afternoon. The shifts begin with an education session providing relevant information about just what your chamber does in your community and why a chamber membership is important for any business. This information will equip them to make their calls.

The Ambassadors will be acting as “runners” going out and collecting payment and dropping off new member packets. They will be the first “face” of your chamber, so this is a very important group during the campaign.



Morning Wrap Up

The following morning, the Ambassadors will be collecting the last few checks and delivering New Member packets, and M180 will be training the staff and Ambassadors on next steps to aid in retention. We finish at 12:00.

ROI: A campaign customized for YOUR chamber, inspired and empowered staff, more engaged volunteers and new members who stay members!!!



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Campaign Pricing Structure

Full Campaign or Mini Campaign

Client is responsible for all Membership180 team travel expenses (air fare, hotel, car rental; or mileage reimbursement for drivable destinations, at the federal rate of 55.5 cents/mile)

Revenue share paid at the end of the campaign is 33% of total revenue

Your fee includes:

- Program customized to your organization
- Board development
- Staff training
- Volunteers training
- Development of a "social media ambassador" team
- Ambassador training
- Retention Plan
- Follow up support from **Membership180** team

Retention Campaign Add On

At **Membership180** we believe in helping you keep the new members you are recruiting during your campaign. It is typical that if you retain a member for three years you will keep them for good!! With that in mind we would like to offer a one or two year retention campaign to ensure that success!!!

Plan A: Additional 3% (total 36% of total revenue at the end of the campaign) +travel

Includes:

Regular follow up on retention plan with membership staff during the 8 months following the campaign.

9 months after membership campaign, **Membership180** team returns for a retention campaign before 12 month renewal.

Plan B: Additional 5% (total 38% of total revenue at the end of the campaign) +travel

Includes:

Regular follow up on retention plan with membership staff during the 8 months following the campaign.

9 months after membership campaign, **Membership180** team returns for a retention campaign before 12 month renewal.

Continued follow up with membership staff.

21 months after membership campaign, **Membership180** team returns for a retention campaign before 24 month renewal.

In addition to expenses the client is responsible for a minimum of \$5000 on the full campaign and \$3000 on the mini campaign.



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Consulting Structure

At Membership180 we want to invest in your success!

We recognize that not all organizations need or want a membership campaign. While that is one of our products, we believe in helping organizations become more sustainable through efforts that strengthen engagement and retention. With our customized consulting program, we build a course of action to address your specific needs.

Membership180 has dozens of consulting modules ready for implementation within your organization. In conversations with you we can decide where your biggest needs are, which groups most need the "personal" touch, and then we design the consulting just for YOU.

Half Day Consultation 4 hours \$2500

Perfect for the smaller organization looking for an affordable way to get a LOT of help in a short amount of time!

Full Day Consultation 8 hours \$4000

For the more established organization. The full-day package allows plenty of time to work with multiple small groups (staff, Board of Directors, volunteers) on multiple issues.

Two-Day Consultation 16 hours \$7500

Happy with the size of your organization but looking for some serious help preparing for the future? The Membership180 team will come to town and partner with all your small groups, delivering real value and leaving you with actionable steps you can take immediately to begin growing your organization for the future.

****Additionally, all expenses for the Membership180 team are covered by the client.**



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Consulting Modules

This is by no means a comprehensive list. Our goal is always to be a resource to our clients in a way that will enhance their value proposition and keep members engaged and retained.

The times are also fluid. These are suggested time frames for these topics, but they could be shorter or longer depending on the amount of work you need in the modules you choose.

Dues Structure Workshop

2 hours

We'll work with your executive, key staff, board members, etc to help you establish a new dues structure designed specifically for you.

Member Mining

1 hour

Let's dissect your membership and look for the gaps; geographical, industry, engagement. There are always places where you are missing an opportunity and this is the session for that work!!

Membership Sales Training

2 hours

Intensive training on membership sales intended for your sales staff. We'll work on researching & identifying key targets, understanding generational differences in member recruitment, selling benefits instead of features & more.

Creating Buzz For Your Organization

1 hour

We'll work with your marketing team on improving your branding and marketing efforts & help you create a new Social Media Ambassador Squad (part of your traditional Ambassador team) that will create additional buzz about your organization.



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Consulting Modules

When The Boomer Bubble Bursts

2 hours

Is your organization prepared for the largest shift in human capital this country has ever seen? We'll work with you and your team to make sure you understand the generational differences between the Boomers who lead your organization today, the Gen X'ers who are poised to take over, and the Millennials who are chomping at the bit!

Social Media Training...

1 hour

Are you utilizing Social Media to your best advantage? Are your members involved in your social media efforts? We'll get you up to speed and ready to use all the latest networking and communications tools in no time!

Retention

1 to 2 hours

A workshop space used to go through what you currently do in the area of retention, to determine what you are willing and capable of doing and to establish actionable steps for your retention efforts.

Effective Community Relationships

1 hour

What hats does your organization wear in your community? Do you play well with others in a way that strengthens your organization and gives you leverage? This is an opportunity to assess your roles and set strategic goals for finding and filling the gaps!

Disaster Preparedness/Risk Management

1 hour

Is your organization ready for ANY disaster? Are you prepared to offer leadership to your members in the event of a disaster? Let's make that happen!!



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Virtual Coaching

What happens if.....

- You can't get out of the office for professional development.
- Financial and time constraints prevent you from sending your staff members out for professional development.
- You have issues that are stealing your focus and creating a culture of frustration.
- You are a one person shop and need access to resources that would strengthen your organization and keep you current.

Membership180 understands ALL these situations! We are tapped into the Chamber/Association industry and armed with tools and tips from the trade that will keep you current with the rest of your industry peers. You may have a fantastic board, but they don't get what you go through on a daily basis. Our coaching program can help you navigate through some of the tough or frustrating situations, define solutions, keep you accountable to those solutions and watch your organization get stronger as a result!!

In our virtual coaching module, we use the latest technology to come to you "face to face" once a week. This can be in your weekly staff meeting or one on one with whatever member of the staff needs specific work in a targeted area.

Virtual Coaching

Hourly Rate is \$150/hour. Discounts will apply for each package increase. ALL packages must be paid for in advance.

4 week Package	\$600
13 week (rate drops to \$125 + 1 week free)	\$1500
26 week (rate drops to \$115 + 2 weeks free)	\$2760
52 week (rate drops to \$100 + 4 weeks free)	\$4800



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Board Development and Strategic Planning

Board Development

The more aligned and strategic your board of directors is the more successful your organization will be. The Executive and Staff can certainly handle the daily work of the organization, but they must be supported by a strong BOD! Professional development for your BOD and a solid program of work for your organization are a must for moving forward effectively.

Board Retreat Only

\$2500

The Board Retreat should have an agenda that reflects what you MOST need to work on for the following year. The timeframe, agenda and goals will be established in phone meetings between the facilitator, Executive and Board Chair. Each retreat is unique because needs vary from organization to organization and they vary within each organization from year to year. Your board retreat will have a follow up report that will highlight the work from the day, list established goals and objectives and provide recommendations for next steps.

Retreat + One Year Plan

\$5000

If you opt for a one year plan package, in addition to the retreat, the facilitator will conduct a membership survey, combine the results of the survey with the retreat work and write a one year strategic plan with benchmarks for each area of responsibility.

Retreat + Three Year Plan

\$7500

The three year package provides everything outlined above with the addition of targeted interviews, focus groups, a look at community relationships and positioning, growth and development, and succession planning all incorporated into a three year plan of work.

**In addition to fees for packages, the organization will cover all travel expenses for the facilitator.



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Non-profits are the heart of a community and recently corporate social responsibility has become a hot topic. As chambers look for ways to provide relevance not only to their members, but to their communities, assisting non-profits in training their boards to be more effective is a sound "business" practice. This is "business" education that you may not have thought of as a part of your chamber program of work, but that could make you a hero!

How does it work?

- You reach out to non-profit executives and offer this special training session for their boards.
- Their entire board can attend, their executive committee, select members; they decide what would be beneficial.

What does it cover?

- The "business" of non-profits
- Board responsibility and accountability
- Fluidity; the flow of a solid program of work
- Defining your "space"
- Creating a culture of caring
- Effective storytelling; bragging AND transparency

Who attends?

- Any member of a non-profit board in your service area.
- Full board, executive committee, select members

How do I pay for it?

- Member/non-member fee for attendance
- Sponsorship
- Use professional development/education budget
- Partner with other organizations and co-host

Consultant Fee

3 hour training.....\$1500

Travel expenses.....to include airfare/ground transportation or mileage if driving, hotel and meals if overnight required



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About the Team

Jay Handler



As a sought-after speaker, trainer, consultant, Jay's diverse client list includes small business, corporate brands, associations, chambers of commerce and non-profits. His clients have included Comcast Business Class, the National Kitchen and Bath Association, South Carolina SAE, Carolinas CCE, Minnesota CCE, local Chambers across the country and internationally at the Engage Mexico Social Media Conference. Additionally, Jay is in his second year as a faculty member for the US Chamber's Institute for Organization Management. Aside from M180s core business of Recruit, Engage and Retain, Jay offers training to clients from his career background of sales, marketing and social media.

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Annette Medlin, IOM



Annette has been in non-profit management for over 25 years; the last eight years as a chamber Executive. She has held leadership roles in industry professional organizations including the Carolina's Association of Chamber of Commerce Executives and with the US Chamber Institute for Organization Management as a student, a class advisor, a member of the Board of Regents and this coming summer as faculty. Annette has recently been added to the team of the Women Speakers Association, promoting the voice of women in 120 countries on 6 continents. In addition to M180s core focus of Recruit, Engage and Retain, Annette brings training to clients in the areas of board development, strategic planning, executive coaching, risk management, women and community, leadership and diversity.

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FOR IMMEDIATE RELEASE



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Community Leaders Partner Together to Launch National Membership Development Company

Greenville, S.C. (April 5, 2012) - Jay Handler and Annette Medlin have joined forces to launch *Membership180*. Jay Handler is the owner and creator of The Marketing Department, Biz180 Conferences, founder of Social Media Club of Greenville, and host and creator of Open for Business radio talk show. He is perhaps best known as a sought-after speaker on sales, marketing and social media, working with clients as diverse as Comcast Business Class, the National Kitchen and Bath Association and Chambers of Commerce across the country. Annette Medlin has been in the chamber industry for over eight years; first in membership development and then as CEO of a local chamber. She has also held leadership roles in industry professional organizations including the Carolina's Association of Chamber of Commerce Executives and the US Chamber Institute for Organization Management training program at the University of Georgia in Athens.

Membership180, a national membership development company, will serve client organizations with a program that is not just about numbers, but about pointing organizations in a new direction. Seeing results, attaining new members, and activating current ones requires doing something different. In many cases, it means turning the focus of the organization 180 degrees. With staff training, current member involvement campaigns, a defined membership growth strategy, and tools to implement and maintain said strategies, *Membership180* provides an ongoing relationship to its clients taking them to the next level!

To see results organizations have never seen often requires doing something new. Working with chambers of commerce and associations across the country, *Membership180* will not only bring new members to the table, generating an increase in

revenue, but will create a culture for member engagement and overall retention. It's a triple bottom line: Recruitment, Engagement and Retention!

"It's all about super-charging relationships. We provide tools for success to organizations and professionals. We engage volunteers through situational awareness, and customize campaigns which meet individual needs." said Annette Medlin, cofounder of *Membership180*. "Although there are similarities among organizations, nothing is one-size-fits-all. Every organization is unique and should be handled that way. We want to help businesses do an about-face and focus on a new future!"

With a defined strategic partnership, *Membership180* will activate organizations from top to bottom taking them to the next level. For more information on Membership180 and its services please visit www.Membership180.com.

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We hired Membership180 to handle our first membership campaign that we have had in over twelve years. Our expectations were exceeded at every turn. We knew we would end up with new members because that is what we thought it was all about. But we really were pleasantly surprised by the more energized and committed board, a more knowledgeable volunteer base, improved visibility in the community, and a staff re-focused on providing the most value possible and keeping members engaged. The information shared enabled us to create a doable action plan to keep the members we brought on. So essentially they gave us great retention tips that we can use all the time!

To us this is now not just an annual event. This project really has given us the energy and ability to grow our organization for the long-term. That is something that Annette and Jay promised us when we were working towards a contract. They more than delivered! The beauty is we will have campaigns going forward but really they should be called re-energizing campaigns! Essentially ensuring everyone understands the mission, and training on anything new. We are happy to report that even the leads we received during the campaign that had not closed are coming in on a daily basis and we owe that to the energy that was ignited in our volunteers by Membership180. We have traction and a new value proposition to use as we move the Union County Chamber of Commerce onward and upward. Thanks Jay and Annette! This really felt like a major step in the right direction rather than a short term numbers fix!

So they gave us:

- *New Interest in the Union County Chamber- 70% of the volunteers who helped make our campaign successful had NEVER volunteered for the Chamber before*
- *We increased Membership by 14%.*
- *We have maintained that energized group of volunteers and we are still closing memberships three weeks after our campaign end date.*
- *We have a more engaged board, staff, ambassadors and current members!*
- *We have a firm retention plan, and some strong guidelines for working with all constituent groups on building our brand and aiding retention!*

I do not hesitate to recommend Membership 180! They completely did what we needed them to do and then some!

Kindest Regards,

A handwritten signature in black ink that reads 'Sharon Rosche'.

Sharon Rosche
President
Union County Chamber of Commerce
903 Skyway Drive
Monroe, NC 28110