



ICEA will accept nominations for the Annual Excellence Awards through May 10th.

This is a great opportunity for your chamber to garner statewide recognition for the hard work that staff accomplished on specific new projects throughout the past year.

Chambers are divided into the following categories for judging:

0—400 members

401—700 members

701+ members

Upon reviewing, all applicants scoring above 90% will receive an Excellence Award.

Chambers may enter multiple entries.

Deadline —May 10th.

E-mail entry link with this completed form to info@iceaonline.com.

Mail a non-refundable check payable to ICEA for \$25 per entry to:
ICEA, P.O. Box 377, Hanover IN 47243.

Questions? Please call the ICEA office at 812-871-3000.

Excellence in Innovation Awards

About the award: The Annual Excellence Awards will recognize innovative new projects from your chamber this past year. Chambers may submit multiple nominations for various projects, however each nomination must showcase something new offered by your chamber during this past year. This award recognizes excellence in innovative new ideas. Complete a separate form for each entry.

E-mail your entry with this completed form to info@iceaonline.com prior to May 10th. Each entry submitted for review will be charged a \$25 non-refundable fee. Please mail this review payment payable to ICEA to: P.O. Box 377 Hanover IN 47243. An invoice will also be sent for you to pay with debit/credit card.

Chamber of Commerce _____

What are you submitting for? _____

Contact: _____

Telephone: _____

E-Mail: _____

Complete a duplicate entry for more than one entry. Please circle below the size of your chamber:

- 0—400 members
- 401— 700 members
- 701 + members

Forward e-mail with your submission attached to info@iceaonline.com no later than May 10th.



New Member Onboarding Pipeline and Retention Pipeline

Identifying a gap in its engagement strategy, particularly with returning members, the Greater Bloomington Chamber of Commerce embarked on a transformative journey with the creation of the communication and marketing initiative "New Member Onboarding Pipeline and Retention Pipeline." This initiative was a response to the dual challenge of integrating new members effectively and ensuring that returning members felt a continuous sense of value and engagement.

At the heart of this initiative was a personalized communication strategy that replaced generic events with a rich tapestry of interactions, including hand-written mail, postcards, emails, phone calls, and in-person visits. This multi-channel approach was designed to provide information and engagement opportunities in a way that was both manageable and meaningful, featuring clear action steps for members to take full advantage of their Chamber membership.

A notable innovation in this strategy was the integration of videos in email communications. These videos, ranging from a warm welcome from the CEO to detailed explorations of membership benefits, played a pivotal role in making the information more accessible and engaging. They served not just as informational tools but as personal touches that brought the Chamber's message to life, fostering a stronger connection between the Chamber and its members.

Furthermore, the strategic use of surveys at various points along the members' journey provided invaluable feedback on the effectiveness of the Chamber's communications. These surveys allowed the Chamber to gauge member satisfaction, understand the impact of its benefits, and adjust its strategies based on real-time member feedback. The positive responses and high levels of satisfaction reported in these surveys have been a testament to the initiative's success, with members feeling more involved, informed, and satisfied than ever before.

Since the implementation of these targeted communication pipelines, the Chamber has not only achieved a remarkable 79% retention rate among members but has also cultivated a culture of continuous feedback and improvement. The surveys have shown that members appreciate the Chamber's efforts to keep them informed and engaged, with many citing the personalized videos and the opportunity to provide feedback as key factors in their decision to renew their membership.

As the Chamber looks to the future, it remains committed to refining and enhancing its engagement strategies, driven by the insights gained from member feedback and the successful integration of innovative communication tools. The "New Member Onboarding Pipeline and Retention Pipeline" stands as a pioneering model for how targeted communication, enriched with personal touches like videos and backed by ongoing feedback mechanisms, can significantly enhance member satisfaction and retention.

Attached:

- New Member Onboarding Pipeline (Schedule, Content, Examples)
- Retention Pipeline (Schedule, Content, Examples)

New Member Communication Pipeline

Key (A- Automated, M- Manual)

Medium	When	What	A/M	
Email	Immediately	CEO – Welcome to the Chamber (video)	A	
Email	1 day after joining	Welcome from Membership (video)	A	
Email	24-72 hours after joining	Membership: Logo & description request, radio process (personalized info as needed)	M	Membership Coordinator
Mail	In join month	Thank-you card - signed by BOD	M	Membership Coordinator
Email & Phone	Within 1 week	Membership contact – New Member packet meeting (Invite Ambassador)	M	Membership
Email	7 days after joining	Benefits of Membership (video)	A	
Email	14 days after joining	Events (video)	A	
Email Mark.	Within 2 weeks	Shoutout in Membership Matters	M	Marketing
Email	21 days after joining	Marketing (video)	A	
Email	28 days after joining	Advocacy (video)	A	
Social	Within 1 month	Welcome SM Post (individual)	M	Membership Coordinator
Email	35 days after joining	Foundation (video)	A	
Social	Within 1.5 months	Plaque photo	M	Marketing
Social	Within 1.5 months	Welcome SM Post (Group of 6)	M	Marketing
Phone	42 days after joining	Check-in Phone call from President [Report will be given]	M	CEO
Email	42 days after joining	Overview (auto-email)	A	
Email	49 days after joining	Set up meeting (auto-email)	A	
Email with visit	90 days after joining	Ambassador set ups a check-in meeting	M	Ambassador
Radio	Within 4-5 months	Radio spot with WCLS & WVNI	M	Membership Coordinator
Am. Contact	4 months after joining	Ambassadors invites member to event	M	Ambassador
Am. Contact	5 months after joining	Ambassadors invites member to event	M	Ambassador
Am. Contact	6 months after joining	Ambassador check-in: “popping” in with popcorn	M	Ambassador
Mail	7 months after joining	Get involved brochure and letter	M	Membership
Email	8 months after joining	Share Business resources available	A	Marketing
Email	9 months after joining	Advocacy check-in	M	Advocacy

Email	10 months after joining	Check-in Survey & Cost-Savings Benefits	A	Marketing
Email & Mail	11 months after joining	Invoice (& insert)	A&M	Membership & Operations

If they don't renew in join month:

Medium	When	What	A/M
Email & Mail	30 days	Invoice, referral report with notes	M
Phone/Visit	60 days	Follow up membership	M
Email & Mail	60 days	Invoice	M
Email & Mail	90 days	Invoice	M
Drop	120 days	Remove from CRM	M

As soon as they join the Chamber – Email [Week 1: Message from Eric video]

Subject: Message from the President & CEO

Hello [[FIRSTNAME]],

We're so glad [[REPORTNAME]] is the newest member of the Greater Bloomington Chamber of Commerce. Welcome! Your membership includes many benefits for you and your organization. Over the next several weeks, the Chamber team will reach out to explain the many aspects of your benefits.



The Greater Bloomington
Chamber of Commerce

Better business. Better community.

A Message from the President & CEO



[\[Watch Video Here\]](#)

Two steps to activate your membership:

1. Visit Your Member Portal

Your one-stop shop for information to access website referral reports, update your profile information, upload social media handles and a business logo, register for events, submit community events, post job openings, and more!

Click here to set the credentials for [[REPORTNAME]] in the Chamber's Member Portal: [\[\[PORTALLOGINLINK\]\]](#)

Learn more about your [Member Portal on this webpage](#).

2. Add the "We're A Member" badge to your website

Business prospects are 63% more likely to buy if they know you're a Chamber member! [Click here](#) to download the Chamber member badge to add to your website. Pro tip:

Hyperlink the image to the Chamber website to gain additional Search Engine Optimization (SEO) value.

We're excited you're a member! Please reach out with questions or to request more information on your benefits. Watch your inbox for more Chamber information coming soon!

We look forward to seeing you at an upcoming [Chamber event!](#)

Kindest Regards,

Eric Spoonmore



Eric Spoonmore
President & CEO

421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381

espoonmore@chamberbloomington.org



The Greater Bloomington
Chamber of Commerce

1 day after joining the chamber- Email [Week 1: Welcome to the Chamber video]

Subject: Welcome to the Chamber!

Dear [[FIRSTNAME]],

Congratulations – and thank you! – on starting your journey with the Greater Bloomington Chamber of Commerce. We hope you're as excited as we are to build better business and a better community.



The Greater Bloomington
Chamber of Commerce

Better business. Better community.

Welcome to the Chamber



[\[Watch Video Here\]](#)

I encourage you to check out the Chamber website and the Chamber app for information about upcoming events, community involvement, and business advocacy efforts. Remember to use your Member Portal, located on the home page of the Chamber's website, to add to your business directory information, upload your logo, submit community events, register for Chamber events, and much more. For help logging in, contact [Stacia Briggs, the Member Services Coordinator](#).

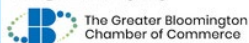
Again, thank you for your membership with the Greater Bloomington Chamber of Commerce! Please contact me with any questions!

Kindest Regards,

Stacy Bruce



Stacy Bruce
Stacy Bruce
Director of Member Services
421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381
sbruce@chamberbloomington.org



24-72 hours after joining the chamber- Email [Membership: Logo & description request]

Subject: Need your Business Logo and Listing please

Hello **[[FIRST NAME]]**,

Welcome to the Chamber!

To help **[[REPORT NAME]]** stand out more on the Chamber's Business Directory, I would like to add some other listings to make it easier for people to find you. We currently have you listed under (**[[Listing Category]]**); you can have up to three listing. You could add **[[Listing Category]]** and **[[Listing Category]]** as some other listings.

Once I receive your updated listings and business logo, I will promote **[[REPORT NAME]]** on the Chamber's Facebook page and in our Membership Matters newsletter.

I look forward to meeting you!

Cheers,



24-72 hours after joining the chamber- Email [Membership: Logo & description request, radio process (personalized info as needed)]

Subject: Free Radio Time for [[REPORT NAME]]!

Hello [[FIRST NAME]],

The Chamber has an exciting partnership with B97 to highlight new members to the Chamber! And we'd like to highlight [[REPORT NAME]]!

New Business Spotlight with B97 96.7 FM Today's Best Music! is a pre-recorded, in-studio radio spot promoting our new members. We're pleased to offer this promotion as a complimentary benefit of your membership with the Chamber!

B97 DJ, Macy, will interview you (or a representative of your business) for about 10 minutes. For background information, the Chamber will provide the radio station with your business description and contact info. The pre-recorded interview will take place on Monday at 10:00am and will air on Tuesday at 9:30am. We ask that you arrive no later than 9:55am at the B97 Radio Station—304 S. SR 446, Bloomington, IN 47401 (B97 is in Century Villages.)

To reserve your radio time, reply to this email with your 1st, 2nd, and 3rd preferences for the following dates:

[[DAY, DATE]] at [[TIME]],
[[DAY, DATE]] at [[TIME]], or
[[DAY, DATE]] at [[TIME]]

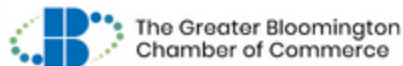
Lastly, please prepare at least 3 questions you'd like the DJ to ask you during the interview to help direct the interview.

We are so excited to help you promote [[REPORT NAME]]!

Best,



Stacia Briggs
Stacia Briggs
Member Services Coordinator
421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381
sbriggs@chamberbloomington.org



24-72 hours prior to Radio spot- Email [Membership]

Subject: Radio Interview Reminder: New Business Spotlight [[REPORT NAME]]

Hi [[FIRST NAME]],

I wanted to wish you “Good Luck” on your radio spot on [[DAY, DATE]] at [[TIME]]! We’re so excited to help you promote [[REPORT NAME]]!

On Monday, please arrive at the B97 Radio Station at **10:00am**. The address is 304 S. SR 446, Bloomington, IN 47401 (B97 is located in Century Villages.)

Please arrive on time—your spot cannot be guaranteed if you are late due to the stations’ other scheduling commitments.

If you need to get a hold of the station, please call them directly at **(812) 336-8000**.

Best,



Stacia Briggs

Stacia Briggs

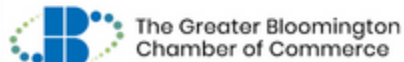
Member Services Coordinator

421 W. 6th St., Ste. A

Bloomington, IN 47404

812-336-6381

sbriggs@chamberbloomington.org



In Join month- Mail [Thank you card signed by BOD]

Welcome to the Greater Bloomington Chamber of Commerce community! We are thrilled to have you join us and look forward to supporting your journey. We're excited to watch your business thrive and achieve remarkable success with our resources and support.

From,

The Greater Bloomington Chamber of Commerce Board of Directors

[Signatures from the BOD]

Within one week after joining the chamber- Phone Call & Email [Membership contact: New member packet meeting (Invite ambassador)]

PHONE CALL

Within the initial week of joining, the Director of Membership will reach out to the new member to schedule a meeting by phone. If contact is not made by phone, an email will be sent. During this meeting, the Director will provide comprehensive membership information, including a membership plaque, a "We are a member" door cling, a staff contact list, a resource guide, cost-saving benefits details, and the business card of their designated ambassador mentor. The Ambassador will also be invited to participate in this meeting. It aims to offer a thorough overview of what to anticipate and furnish a checklist to ensure that the new member fully avails themselves of the valuable benefits available.

EMAIL

Subject: Let's Schedule a Meeting to Welcome You to the Chamber!

Dear [New Member's Name],

I hope this email finds you well. We're thrilled to have you on board and excited about the opportunity to support you in your membership journey.

As part of our commitment to ensuring that you have a seamless and enriching experience with us, I would like to schedule a meeting with you within your first week of joining. During this meeting, our Director of Membership will personally guide you through the various aspects of your membership.

Here's what you can expect to cover during our meeting:

- Receive your membership plaque, a symbol of your connection to our community.
- Obtain a "We are a member" door cling to proudly display your affiliation.
- Receive a comprehensive staff contact list for easy communication.
- Receive a resource guide outlining the various opportunities and resources available to you.
- Gain insights into the cost-saving benefits that come with your membership.
- Receive the business card of your designated Ambassador Mentor, who will be your guide and support throughout your membership journey.

Additionally, we would like to extend an invitation to your Ambassador to join us during this meeting. Having them present will provide you with even more insights and personalized support.

Our primary goal during this meeting is to provide you with a thorough understanding of what to expect from your membership and ensure that you fully leverage the valuable benefits available to you. To ensure that your experience is tailored to your needs, we will also provide you with a checklist to keep track of important information and opportunities.

Please let me know a few convenient times for you, and I will arrange the meeting accordingly. If you have any questions or specific preferences, feel free to share them, and we will do our best to accommodate them.

We're looking forward to meeting you.

Warm regards,



Stacy Bruce

Stacy Bruce

Director of Member Services

421 W. 6th St., Ste. A

Bloomington, IN 47404

812-336-6381

sbruce@chamberbloomington.org



The Greater Bloomington
Chamber of Commerce

7 days after joining the chamber- Email [Week 2: Benefits of membership video]

Subject: Benefits of Membership

Dear [[FIRSTNAME]],

Being a member of the Greater Bloomington Chamber of Commerce is powerful and creates new opportunities. More than 63% of business prospects are more likely to buy if they know you're a Chamber member.

Chamber members have access to a multitude of benefits – the most popular benefits include [networking events](#), utilizing the [member portal](#), access to [business resources](#), and [DEI trainings](#).



The Greater Bloomington
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Benefits of Membership



[\[Watch Video Here\]](#)

Watch your inbox for the upcoming Chamber emails with information on events, marketing, advocacy, and the Chamber's foundation.

Again, thank you for your membership with the Greater Bloomington Chamber of Commerce! Please contact me with any questions!

Kindest Regards,

Stacy Bruce



Stacy Bruce
Stacy Bruce
Director of Member Services
421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381
sbruce@chamberbloomington.org
 The Greater Bloomington
Chamber of Commerce

14 days after joining the chamber- Email [Week 3: Events video]

Subject: Chamber Events

Dear [[FIRSTNAME]],

Did you know the Greater Bloomington Chamber of Commerce hosts 50+ events a year for our members?



[\[Watch Video Here\]](#)

Make sure to sign up for upcoming events on the [Chamber events calendar](#)! We hope to see you at the next Business After Hours.

Thank you for your membership with the Greater Bloomington Chamber of Commerce! Please contact me with any questions!

Kindest Regards,

Stacy Bruce



Stacy Bruce
Stacy Bruce
Director of Member Services
421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381
sbruce@chamberbloomington.org



Within 2 weeks of joining – Email marketing [Shoutout in Membership Matters]

Example:

Membership Updates

Meet Our Newest Members!



Brightside Cafe
101 W. Kirkwood Ave., Suite 021
Bloomington, IN 47404
(812) 676-3596



DCG Drone Solutions
Bloomington, IN
(812) 325-9434



JB Screening Partners, Inc.
PO Box 148
Bloomington, IN 47402
(812) 245-1090

21 days after joining the chamber- Email [Week 4: Marketing video]

Subject: Marketing Your Business

Dear [[FIRSTNAME]],

Hello there! I wanted to personally congratulate you on becoming a member of The Greater Bloomington Chamber of Commerce.

Learn about ways to market your organization within the Bloomington business community:



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Marketing Your Business



[\[Watch Video Here\]](#)

To get started on marketing your business to Chamber members, visit chamberbloomington.org/marketing.

I'm looking forward to meeting you soon! Reach out at any time!

Kindest Regards,

Kaytee Lorentzen



Kaytee Lorentzen

Kaytee Lorentzen

(she/her/hers)

Director of Communications & Events

421 W. 6th St., Ste. A

Bloomington, IN 47404

812-336-6381

klorentzen@chamberbloomington.org



The Greater Bloomington
Chamber of Commerce

28 days after joining the chamber- Email [Week 5: Advocacy video]

Subject: Business Advocacy

Dear [[FIRSTNAME]],

The Greater Bloomington Chamber of Commerce is working on your behalf at the city, county, state, and federal levels to raise the collective voice of business and advance issues of importance to our area's business community. Find out more:



[\[Watch Video Here\]](#)

Visit the [Chamber's website](#) for more information and add your email address to the [Advocacy Matters e-newsletter](#).

I look forward to meeting you soon! Please reach out at any time!

Kindest Regards,

Christopher Emge



Christopher Emge
Christopher Emge
Director of Advocacy & Public Policy
421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381
cemge@chamberbloomington.org



The Greater Bloomington
Chamber of Commerce

Within 1 month of joining – Social media [Individual Social Media post]
[Graphic with member's logo and description]

Welcome to the Chamber, (Member's handle)!


#ChamberBloom

Example post:

The Greater Bloomington Chamber of Commerce
March 27 at 11:00 AM · 🌐

Let's welcome one of our newest Chamber members, [MPI Solar Energy Systems!](#)
[#ChamberBloom](#)


Welcome to The Chamber!




MPI SOLAR
YOUR HOMETOWN SOLAR PROS

MPI Solar is a Bloomington-based solar energy company that provides comprehensive solar solutions.

1750 W. 17th Street
Bloomington, IN 47404
david@mannplumbinginc.com
mpisolar.com
(812) 336-8518



[#ChamberBloom](#)



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🚀 Boost this post to reach up to 4009 more people if you spend \$84. [Boost post](#)

👍❤️ Terri Cooper Horne and 1 other

👍 Like 💬 Comment ➦ Share

35 days after joining the chamber – Email [Week 6: Success School video]

Subject: The Success School, Young Professionals Bloomington, Bloomington Women in Leadership

Hello [[FIRSTNAME]],

As a new Chamber member, I would like to invite you and any of your colleagues to get involved with the Chamber's Foundation.



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**The Success School, Young
Professionals Bloomington,
Bloomington Women in
Leadership**



[\[Watch Video Here\]](#)

Make sure to check out the Chamber's website and save the date for the next events for the [Success School](#), [Young Professionals Bloomington](#), and [Bloomington Women in Leadership](#).

I look forward to seeing you either volunteering with the Success School or attending a YPB or BWIL event in the near future! Reach out anytime!

Kindest Regards,

Katie Sensabaugh



Katie Sensabaugh
Katie Sensabaugh
Director of the Chamber's Foundation &
Internal Operations
421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381
ksensabaugh@chamberbloomington.org
 The Greater Bloomington
Chamber of Commerce

Within 1.5 months – Social media [Plaque Photo]
[Picture with Plaque]

Welcome to the Chamber, (Member's Handle)!

#ChamberBloom #BloomingtonBusiness

Example Post:



Within 1.5 months – Social media [Welcome SM Post group of 6]

[Graphic with 6 members logos on it]

Welcome the Chamber's newest members!

(Member 1 handle) | (Member 2 handle) | (Member 3 handle) | (Member 4 handle) | (Member 5 handle) | (Member 6 handle)

#ChamberBloom

Example post:

The Greater Bloomington Chamber of Commerce
6d · 🌐

Welcome to the Chamber's newest members!
MPI Solar Energy Systems | Bloomington North Rotary | Village Caregiving: Bloomington, IN |
Bloomington Sunrise Rotary | Che Bello | Metal Works Brewing Company
#ChamberBloom

welcome to our
NEW MEMBERS

MPI SOLAR
BLOOMINGTON NORTH ROTARY
VILLAGE CAREGIVING
BLOOMINGTON SUNRISE ROTARY
CHE BELLO
METAL WORKS BREWING COMPANY

Boost this post to reach up to 4009 more people if you spend \$84. **Boost post**

Terri Cooper Horne, Allison Jacobs and 5 others 1 share

42 days after joining – Phone [Check-in phone call from President]

42 days after joining the chamber – Email [Overview]

Subject: An Overview of the Chamber

Dear [[FIRSTNAME]],

I am grateful that you have chosen to join the leading business advocacy organization in the Greater Bloomington community!

Your membership in the Chamber of Commerce sends a strong and powerful message that you care about our community, and you want Bloomington & Monroe County to be the premiere place in Indiana to live, work, and have fun.

If you haven't had a chance to review all the Chamber resources and benefits available to you, I hope you can take a few moments to visit our [Membership Benefits](#) page. Here you can learn all about our opportunities for networking, marketing your business, Chamber events, business advocacy initiatives, and our affinity groups.

I encourage you to also share these resources with your colleagues and invite them to participate in the many programs and events that the Chamber offers. We look forward to seeing you soon!

Best regards,

Eric Spoonmore



Eric Spoonmore
President & CEO

421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381

espoonmore@chamberbloomington.org



49 days after joining the chamber- Email [Set up meeting]

Subject: Let's Talk!

Dear [[FIRSTNAME]],

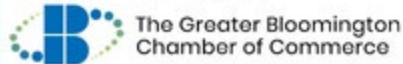
Hello, again! It's been just 8 weeks since you decided to join the Chamber. I hope you have been able to start utilizing your benefits and experience what being a Chamber member entails. I would like to invite you to set up a meeting with myself or anyone on the Chamber team to talk more about those benefits. Feel free to send the Chamber team an email by clicking the photos below. Again, welcome – we are glad you are a part of the Bloomington business community!



Kindest Regards,



Stacy Bruce
Stacy Bruce
Director of Member Services
421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381
sbruce@chamberbloomington.org



90 days after joining the chamber – Email with visit [Ambassador sets up a check-in meeting]

Within 4-5 months – Radio [Radio spot with B97]

4 Months after joining – Ambassador contact [Ambassadors invites member to event]

5 Months after joining – Ambassador contact [Ambassadors invites member to event]

6 Months after joining – Ambassador contact [Ambassadors check-in: “popping in” with popcorn]

7 Months after joining – Mail [Get involved brochure & letter]

(On letterhead)

Dear Friend,

I hope this letter finds you well. As you approach the seven-month mark of your journey with us at the Chamber, I want to extend our heartfelt gratitude for your commitment and enthusiasm. Your membership is vital to the vibrant business community we are cultivating here in Bloomington.

One of the most rewarding ways to deepen your connection with the Chamber is through engagement with our specialized groups and committees. This could include yourself, or any of your employees as they are also Chamber members.

Our Young Professionals Bloomington group offers a dynamic platform for emerging leaders to network, share ideas, and contribute to the growth of our community. Likewise, the Bloomington Women in Leadership group is an excellent avenue for inspiring and supporting women professionals and their allies in their career aspirations.

Additionally, our Welcome Committee and Ambassadors play a crucial role in fostering a warm and inclusive environment for all members. By joining these groups, you'll have the opportunity to be at the forefront of welcoming new members and representing the Chamber at various events.

Furthermore, our Success School offers a wealth of volunteer opportunities that connect the business and education communities by offering programming and initiatives that provide K-12 students the opportunity to interact with professionals in different fields and workforce development.

We believe your talents and insights would be a valuable addition to these groups, and I encourage you to consider getting involved. Your participation not only benefits your personal and professional growth but also significantly contributes to the strength and diversity of our Chamber community. Included in this mailer is the "Get Involved" brochure that gives you more information on each of these opportunities. Please feel free to reach out to me or any of our team members for more information on how to join these groups.

Looking forward to seeing you more involved and wishing you continued success.

Warm regards,

Stacia Briggs

Member Services Coordinator

The Greater Bloomington Chamber of Commerce

sbriggs@chamberbloomington.org

812.336-6381

Brochure included:

CHAMBER AMBASSADORS



The mission of the Chamber Ambassadors is to promote the role of the Greater Bloomington Chamber of Commerce in the community.

Ambassadors...

- Welcome and build relationships with new members
- Encourage current members to maximize their membership
- Aid in the retention rate of new and existing members through reinforcing Chamber benefits
- Create a positive image for the Chamber by acting as liaisons between members and Chamber Staff

Interested in becoming a Chamber Ambassador or being a part of the Welcome Committee? Contact Stacy Bruce: sbruce@chamberbloomington.org



Welcome Committee Members are an important part of the Chamber and are selected based on the individual's interest, dependability, integrity, energy, and communication skills. Your job is to utilize those skills and provide a positive image with our membership, the Chamber, and our community.

The mission of the Welcome Committee is to promote the role of the Greater Bloomington Chamber of Commerce in the community by welcoming new members. Committee Members create a positive image for the Chamber by acting as liaisons between members and the Chamber Staff.

Contact Us For More Info

812.336.6381

info@chamberbloomington.org



The Greater Bloomington
Chamber of Commerce

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Ways to Get Involved With the Chamber



The Success School acts as the connection between the business and education community. We serve students by introducing them to many different potential career options, providing them with opportunities to interact with professionals in different fields.

Success School Volunteer Opportunities:

- Reality Store * Volunteer
- Career Panelists
- Financial Literacy Coach
- Mock Interviewer
- Employment Fair Exhibitor
- Job Shadowing Host
- Career Cruise

Interested in volunteering or being an exhibitor for the Success School? Email Katie Sensabaugh: ksensabaugh@chamberbloomington.org



Inspire. Engage. Elevate. Empower.



Bloomington Women in Leadership (BWIL) is a professional women's group that empowers, inspires, elevates, and engages through mentorships, professional development, and community.

BWIL supports professional women and their allies to build a meaningful network of women through intentional peer and mentoring relationships.

BWIL offers regular meetings and professional development opportunities to meet your professional needs and help you reach your aspirations.

Interested in joining BWIL? Email Katie Sensabaugh: ksensabaugh@chamberbloomington.org



Young Professionals Bloomington (YBP) is designed to provide opportunities for young professionals to develop a personal network, grow professionally and succeed in business while enhancing the community's quality of life.

YBP meets regularly, and each event is different. Social, professional, community and educational - YBP provides local young professionals with multiple ways to connect and engage.



Interested in joining YPB? Email Stacia Briggs: sbriggs@chamberbloomington.org

8 Months after joining – Email [Business resources available]

Subject: Enhance Your Business Journey with Our Exclusive Resources

Dear [[FIRSTNAME]],

I hope this message finds you well. As you mark eight months with our Chamber, we're excited to share some valuable resources that can further enhance your business journey.

1. Job Board Access: Our [Chamber Job Board](#) is a fantastic tool for both employers and job seekers within our community. As a member, you have exclusive access to post job openings at no cost to you, which are viewed by a wide audience of qualified candidates. This platform helps you find the right talent for your business.

2. ISBDC Partnership: We are proud to partner with [the Indiana Small Business Development Center \(ISBDC\)](#), offering our members a range of services including business advising, workshops, and market research. This partnership is designed to support your business growth and sustainability, providing expert guidance every step of the way.

3. SBA Resources: The [Small Business Administration \(SBA\)](#) offers a wealth of resources that can be crucial for your business. From funding opportunities to educational materials, the SBA is a valuable resource for understanding and navigating the intricacies of running a successful business.

We encourage you to take full advantage of these resources. Should you need any assistance or have questions, please reach out. Our team is here to support you in leveraging these opportunities to the fullest.

Best regards,



Kaytee Lorentzen
Kaytee Lorentzen
(she/her/hers)
Director of Communications & Events
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Bloomington, IN 47404
812-336-6381
klorentzen@chamberbloomington.org



The Greater Bloomington
Chamber of Commerce

9 Months after joining – Email [Advocacy check-in]

Subject: Chamber: Check-In

Hello [[FIRSTNAME]],

We're reaching out to see if there's anything we can help you with here at the Chamber. We are here to support the growth of your business; please let us know if there are any issues impacting [[REPORTNAME]]. We appreciate that you are part of our community. Please keep us in mind as a resource!

Best regards, Christopher



Christopher Emge
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The Greater Bloomington
Chamber of Commerce

10 Months after joining – Email [Check-in survey & cost-savings benefits]

Subject: Your Feedback & Exclusive Cost-Saving Benefits

Dear [[FIRSTNAME]],

As you approach your 10-month milestone with us, we'd love to hear about your experience! Please take a moment to complete our brief [check-in survey](#). Your feedback is invaluable in helping us continuously improve and tailor our services to your needs.

Also, remember to explore the cost-saving benefits available to you as a Chamber member. You can find detailed information about these [exclusive benefits on our website](#), designed to support and enhance your business. This includes insurance opportunities, professional development opportunities, discounted office supplies, and much more!

Thank you for being a part of our community. We're here to help you every step of the way!

Best,



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The Greater Bloomington
Chamber of Commerce

Renewing Member Communication Pipeline

Key (A- Automated, M- Manual)

Medium	When	What	A/M	
Email	Immediately after paying invoice	Email from Eric – Thank you for your support	A	CEO
Email	3 months after anchor date	Overview of First Year – Meeting set up	A	Membership
Email	5 months after anchor date	Tips – how to get the most out of your Chamber membership	A	Marketing
Email	6 months after anchor date	Check-in survey	A	Marketing
Email	9 months after anchor date	Advocacy Check-in	M	Advocacy
Mail	9 months after anchor date	Postcard – Thank you for your membership	M	Membership Coordinator
Email	10 months after anchor date	Annual Report	A	Marketing
Email & Mail	11 months after anchor date	Invoice & insert	M	Membership & Operations

If they don't renew in join month:

Medium	When	What	A/M
Mail & Email	30 days	Invoice, referral report with notes	M
Phone/Visit	60 days	Follow up membership	M
Mail & Email	60 days	Invoice	M
Mail & Email	90 days	Invoice	M
Drop	120 days	Remove from CRM	M

First of the Year Mailer – Sent in January

- FOY Mailer from CEO
- Window Cling & Plaque Insert
- Postcard – One Side with Chamber App; One Side with QR Code Annual Report
- Get Involved Brochure
- Current Year Resource Guide

Beginning of Year – Community Guide & Business Directory Sent to all members

Immediately after paying invoice- Email – Email from Eric – Thank you for your support (Membership payment thank you)

Subject: Thank you for your support!

Dear [[FIRSTNAME]],

Thank you for your partnership and support of the Greater Bloomington Chamber of Commerce. Your support makes it possible for the Chamber to offer unique leadership opportunities, meaningful volunteer activities, and exclusive business-building programs for over 850 Chamber members. Our quality of life in Bloomington and Monroe County is dependent on a strong and vibrant business sector. Your membership in the Chamber sends a powerful message that you want our community to be the best possible place to live, work, and have fun.

It is important to me that you and your organization get the most value out of your Chamber membership. I encourage you to stay current with our [Members Only](#) page to submit an event, view your referral report, post a job opening, or update your profile. If you need assistance logging into the Members Only portal, please email info@chamberbloomington.org. I hope you can also find time to visit us and network with your fellow members at one of our many [upcoming events](#) in the community.

Thanks again for all that you do for the Greater Bloomington Chamber of Commerce. We wish you much continued success!

Sincerely,



Eric Spoonmore
President & CEO

421 W. 6th St., Ste. A
Bloomington, IN 47404
812-336-6381

espoonmore@chamberbloomington.org



3 months after anchor date- Email – Overview of First Year – Meeting set up

Subject: Schedule a Meeting for Your 1-Year Membership Review

Dear [Member's Name],

I hope this email finds you well. As a valued member of the Greater Bloomington Chamber of Commerce, we want to extend our sincere appreciation for your continued support over the past year. Your dedication to our community and commitment to fostering economic growth is truly commendable.

To ensure that you are getting the most out of your membership, we would like to schedule a meeting for your 1-year membership review. During this meeting, we will conduct a comprehensive assessment of your experience with us so far and discuss any feedback or suggestions you may have.

Additionally, we will provide you with a referral report that highlights the impact of your referrals on our community and business network. Your referrals play a crucial role in expanding our reach and connecting businesses within our community, and we want to recognize and celebrate your contributions.

The meeting will also be an opportunity for us to discuss any upcoming events, initiatives, or resources that may be of interest to you as a member. Whether you have specific questions, concerns, or ideas for collaboration, we are here to listen and support you in any way we can.

Please let us know a few convenient times for you, and we will coordinate the meeting accordingly. Your feedback and insights are invaluable to us, and we look forward to discussing how we can continue to enhance your membership experience.

Thank you once again for your continued partnership with the Greater Bloomington Chamber of Commerce. We truly appreciate your support and look forward to meeting with you soon.

Warm regards,



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5 months after anchor date - Email – Tips – how to get the most out of your Chamber membership

Subject: Key Tips to Maximize Your Chamber Membership

Dear [[FIRSTNAME]],

As you approach the five-month mark since you have renewed your Chamber membership with us, we want to ensure you're fully leveraging the benefits you receive with your membership. Here are some essential tips to review:

1. **Attend Networking Events:** Regularly attend our networking events to build connections, share ideas, and stay informed about local business trends. View [the upcoming events on our website](#).
2. **Utilize Member Cost-Savings Opportunities:** Take advantage of exclusive member [cost-savings opportunities](#) offered by fellow Chamber businesses. This not only saves you money but also supports the local business community.
3. **Engage in Committees or Groups:** Join one of our [committees or groups](#) aligned with your interests or industry. It's a great way to contribute your expertise and grow professionally. Volunteer opportunities are available as well.
4. **Promote Your Business:** Use our [marketing opportunities](#) to promote your business. Whether it's through our Member to Member Promotional Program, submitting business news in Membership Matters, or with event sponsorship, we offer various opportunities for visibility.
5. **Seek Business Advocacy:** Take advantage of our [advocacy efforts](#). We represent your interests in local and regional business policies, ensuring your voice is heard.

Remember, your Chamber membership is what you make of it. These resources are here to support your growth and success. We're excited to see you thrive!

Best regards,



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sbruce@chamberbloomington.org



6 months after anchor date- Email – Check-in survey

Subject: We Value Your Feedback - Quick Check-In Survey

Dear [[FIRSTNAME]],

Your experience and feedback as a Chamber member are invaluable to us. To ensure we're meeting your needs and expectations, we invite you to share your thoughts through a brief check-in survey.

Please take a moment to [complete the survey](#). Your input is vital in shaping our services and initiatives, helping us create a more impactful Chamber experience for all our members.

Thank you for your participation and ongoing commitment to our community.

Best regards,



Kaytee Lorentzen

Kaytee Lorentzen

(she/her/hers)

Director of Communications & Events

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klorentzen@chamberbloomington.org



The Greater Bloomington
Chamber of Commerce

9 months after anchor date- Email – Advocacy check-in

Subject: Chamber: Check-In

Hello [[FIRSTNAME]],

We're reaching out to see if there's anything we can help you with here at the Chamber. We are here to support the growth of your business; please let us know if there are any issues impacting [[REPORTNAME]]. We appreciate that you are part of our community. Please keep us in mind as a resource!

Best regards, Christopher



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The Greater Bloomington
Chamber of Commerce

9 months after anchor date- Mail – Postcard – Thank you for your membership

(Front)



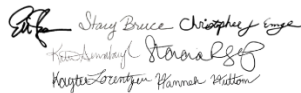
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 The Greater Bloomington Chamber of Commerce
421 W. 6th Street, Suite A
Bloomington, IN 47404

THANK YOU FOR YOUR MEMBERSHIP!

Your involvement and support are key to our mission of **"Better Business. Better Community."** Together, we're not just growing businesses; we're enriching our entire community. We deeply appreciate your commitment to this journey.

Best Regards


Stacy Bruce Christopher Edge
Mitchell Arnold Donald

To :

ChamberBloomington.org

10 months after anchor date- Email – Annual Report

Subject: Discover Our Year in Review – Annual Report

Dear [[FIRSTNAME]],

As a valued member of our Chamber, we are excited to share with you our most recent Annual Report. This comprehensive document highlights the achievements, initiatives, and impact we've made over the past year.

We encourage you to take a look and see the strides we've taken together in supporting our business community. The report is not just a reflection of our work but a testament to the collective effort and support of members like you.

You can view the [Annual Report here](#). We hope it gives you a sense of pride in what we've accomplished and excitement for what's ahead.

Thank you for being an integral part of our journey.

Warm regards,



Kaytee Lorentzen

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