

Total Resource Campaign Committee

Fair Nabers Waggoner, Co-Chairman

Ragan Ward, Co-Chairman

Mission: To recruit new investors into The Chamber and solicit investment in Chamber programs and activities.

Goals:

- Recruit new members
- Increase total revenue
- Secure sponsors for future events/activities

Actions:

- Recruit additional volunteers and coordinate/Develop a membership drive.
- Develop strategy for increasing number Tier II, III, and IV investors.
- Develop a “target” list for membership.
- Coordinate two meetings with special segments of the current membership to determine how we can be of more value.
- Coordinate and manage the Total Resource Campaign.
- Evaluate and re-develop recruitment materials.
- Develop and implement a strategy for obtaining “hot” leads for prospective members.
- Evaluate sponsorship opportunities and pricing. Develop, through matching member companies with needs, a “Depth Chart” for potential sponsors for individual events.