



## **Total Resource Campaign Committee**

Tiffany Ervin, Co-Chairman

Dan Poeta, Co-Chairman

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

Goals:

- Recruit new members
- Increase new revenue

Action Steps:

- Recruit additional volunteers and coordinate a membership drive.
- Review dues structure and “fair share” levels – make recommendations regarding dues changes.
- Develop a “target” list for membership.
- Determine method of membership drive.
- 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.
- Determine need for a Commissioned Sales Representative. Include methodology for protecting prospects.
- 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.