

# MEMBERSHIP ACTION PLAN

*So, you're a Chamber member. Now what?*

*All members of the Chamber receive exclusive benefits that they can take advantage of. It can be a little overwhelming. Here are some valuable tips to get you started.*

## **Make sure you're getting all of your Chamber e-mails.**

We know you get a lot of e-mails, and it's sometimes overwhelming. So we try to send you only the important stuff. At the very minimum, you should be getting the newsletter every Wednesday. Let us know if you aren't.

## **Attend Annual Banquet and networking events.**

Our Annual Banquet is held in February and is a great opportunity to network with other members as well as learn more about what the Chamber has been working on all year. Extra networking events are held occasionally. Watch your email and Facebook for details!

## **Send us your events.**

Whether it's quarterly, monthly, or weekly, send us your events, sales, deals, and anything going on that you want the public to know about! Our Chamber Chat has over 400 subscribers and is shared across 3 Facebook pages and Twitter.

## **Make sure you are following and engaged in social media.**

A lot happens on social media in this day and age. Be sure to follow our Lancaster Area Chamber of Commerce Facebook page for event postings, cancellations, and community announcements. We will follow you back and promote your happenings!

## **Take advantage of Buzz on the Square.**

Buzz on the Square is a favorite benefit of many of our members. It is your chance to talk about your deals, your business, or just issues in your industry. Join us Thursday mornings September-May (and now twice a month June-August) and record a brief radio interview to be featured. You get two FREE spots with your Chamber membership and additional spots are just \$50. The great WGLR staff make it easy for event the most shy individuals to spread your message across the airwaves.

## **Attend, host, or sponsor Chamber programs and events.**

Chamber programs and events happen year round including educational seminars, summer events, ribbon cuttings and open houses. Sponsoring, hosting, volunteering, or simply attending these events helps connect you with the community and your fellow business men and women.

If you have any questions or you just don't know where to start, contact your Executive Director at 723-2820 or email us at [chamber@lancasterwisconsin.com](mailto:chamber@lancasterwisconsin.com).