

What's in a chamber membership FOR YOU?



MUNCIE-DELAWARE COUNTY
CHAMBER OF COMMERCE

Serving our community since 1894

**FIND OUT WHAT IT ALL MEANS IN DOLLARS AND CENTS.
JOIN TODAY FOR IMMEDIATE RESULTS.**

AUTOMATIC RETURN ON INVESTMENT

BENEFIT	VALUE	METHOD OF CALCULATION
Business Directory and Website Listing	\$500	Your business description and link are automatically entered into the searchable Chamber's website business directory, and into the annual Business Directory. Your links and displays are seen by hundreds of potential customers each month, generating brand recognition and potential sales. Compare to four classified ads in your local newspaper at \$125 each. Your cost: FREE.
Customer Inquiries and Referrals	\$200	The Chamber receives 5,000 information and referral requests each year and we only refer Chamber members. Value calculated at four sales of \$50 per year. Your cost: FREE
Membership Lists & Marketing	\$200 - \$440	A great way to target regional customers. The Chamber maintains data on over 1,100 businesses. Compare to purchasing a Dunn & Bradstreet listing at over \$500. Your cost: \$60 for labels, \$300 for Excel spreadsheet with quarterly updates.
E-Marketing	\$400	Another effective way to target regional customers. The Chamber will send your message, complete with graphics and logo, to over 1,200 businesses. Compare to a comparable ad with the newspaper at \$500. Your cost: \$100.
Bulk Mail	\$325	Again targeting regional customers, the Chamber will mail your flyers to over 1,100 businesses. Compare to the expense of sending it out yourself: \$500. Your cost: \$175.
Market Analysis Reports	\$500	Professional demographic ring studies, market analysis, and site selection reports available in any mile radius increments your business requires. Compare to like reports at \$500 per market or location.
TOTAL:	\$2,125 - \$2,325	

WITH MINIMUM PARTICIPATION

BENEFIT	VALUE	METHOD OF CALCULATION
Ribbon Cutting Event	\$400	Host an event where the Chamber will help invite city officials, Chamber staff, and the Chamber Ambassadors Council to join you, increasing visibility and recognition. Ribbon cuttings are prominently displayed on the Chamber's Vision page in The Star Press Sunday Edition, which has a circulation of more than 28,000 subscribers, as well as our Chamber eNewsletter which goes out to more than 1,200 subscribers. Retail ad value rate for The Star Press and eNewsletter: \$300 and \$100. Your cost: FREE
Event Discounts	\$120	The Chamber presents more than 50 events and programs each and every calendar year and members receive a discount on all program and event fees. Value calculated at six attended events with an average event savings of \$20.
TOTAL:	\$520	

POTENTIAL RETURN ON INVESTMENT

BENEFIT	VALUE	METHOD OF CALCULATION
Member Health Benefits	5% annual savings on healthcare	The Chamber has partnered with the Indiana Chamber and Anthem to bring you a 5% discount on group healthcare benefits. Anthem will offer access to a spectrum of services for any size business that is a member of the Indiana Chamber.
Member Health Benefits	annual savings on healthcare	The Chamber has partnered with Humana to offer members discounted specialty benefits in a program exclusively for our Chamber Members. Vision, Dental & other specialty products will be provided at premium discount rates for members only.
TOTAL:	\$2,000-\$10,000	

“PRICELESS...”

BENEFIT

METHOD OF CALCULATION

Be Part of a Unified Voice

The Chamber provides an easy way to participate in something larger than individuals and their respective organizations. It provides a sense of community and purpose through a unified voice involving mutual interests and opportunities. The Chamber is at the table representing the interests of business at most community functions including local government, economic development, and education.

Connect with Leadership

Connect with hundreds of business and community leaders to advance your business. Chamber members support, recommend, and do business with each other.

Help to Create a Welcoming Community

The Chamber helps create an open and welcoming community by being the community’s primary gateway and portal for newcomers and talent. We handle more than 5,000 requests for community information and relocation packages each year, making us the number one referral source for most business in the Muncie-Delaware County area. The Chamber ONLY refers Chamber members.

Attract and Retain Young Talent

Muncie Young Professionals Group (MYPG) has become an important program with the Chamber. Its mission is to create a network that will enhance the Muncie community for the attraction and retention of young professionals and provides businesses an invaluable resource for locating upcoming young professionals.

BECOMING A MEMBER

Any staff member of the Muncie-Delaware County Chamber of Commerce would be glad to assist you in better understanding the power of membership or you can contact Member Services directly.

General Contact Information:
401 S. High St., P.O. Box 842
Muncie, IN 47308
765-288-6681
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www.muncie.com

Member Services:
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the real value of joining the CHAMBER OF COMMERCE



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Conducted by the Schapiro Group 2008

Serving our community since 1894

	Consumers	Business Decision-Makers
% Increase in Favorability	44 %	37%
% Increase in Awareness	51%	51%
% Increase in Reputation	57%	58%
% Increase in Future Patronage	63%	59%

Table 1. The Impacts of Chamber Membership on Small Business

This table indicates that if consumers are aware a small business is involved with its local chamber, great benefits emerge. For example, the table indicates if consumers know a small business is a member of its chamber of commerce, the business has a 44% increase in consumer favorability and a 51% increase in consumer awareness of the business.

		SPECIFIC COMPANY TRAITS			
		Uses good business practices	Reputable	Cares about customers	Community involvement
BUSINESS STRATEGIES	Being active in the local Chamber of Commerce	29% more effective	26% more effective	13% more effective	12% more effective
	Sponsoring events around the community	Equally effective	10% more effective	20% more effective	24% more effective
	Encouraging employees to volunteer	19% more effective	14% more effective	13% more effective	15% more effective
	Giving out scholarships to local students	Equally effective	Equally effective	28% more effective	36% more effective
	Encouraging employees to donate to a charity	Equally effective	Equally effective	Equally effective	Equally effective

Table 2. How Effectively Business Strategies Communicate Specific Traits About A Company

The percentages in Table 2 illustrate the effectiveness of being active in a chamber. For example, consumers say being active in the local chamber is 29% more effective for communicating a business uses good practices as opposed to just simply making a general statement about the company.

Showing people about your company									59%
Showing that you are involved in the community									63%
Showing that you care about your customers									64%
Showing that you have a good reputation									69%
Showing that you use good business practices									70%

Table 3. What a Chamber Membership Means to Consumers

This table shows how effective a chamber membership is in describing your company traits to your consumers. The graph shows seven out of ten consumers believe being actively involved in the chamber is an effective strategy for enhancing a business's reputation and demonstrating that it uses good business practices.