



Better Onboarding



The graphic features a light blue background with a city skyline. On the left, five stylized human figures (three men and two women) are shown from the chest up. Above each figure is a blue speech bubble containing a white checkmark. In the top left corner, the 'chambermaster' logo is displayed, consisting of a purple circular icon with a white 'C' and the text 'chambermaster' in purple, with 'membership, marketing & website solutions' in smaller orange text below it. On the right side, a large orange banner with a purple ribbon at the top contains the text 'NEW MEMBER ONBOARDING' in white. Below this banner, a yellow ribbon contains the text 'WHY NEW MEMBER ONBOARDING MAKES A DIFFERENCE.' in black. At the bottom, a dark blue horizontal band contains text and statistics.

chambermaster
membership, marketing & website solutions

NEW MEMBER ONBOARDING

WHY NEW MEMBER ONBOARDING MAKES A DIFFERENCE.

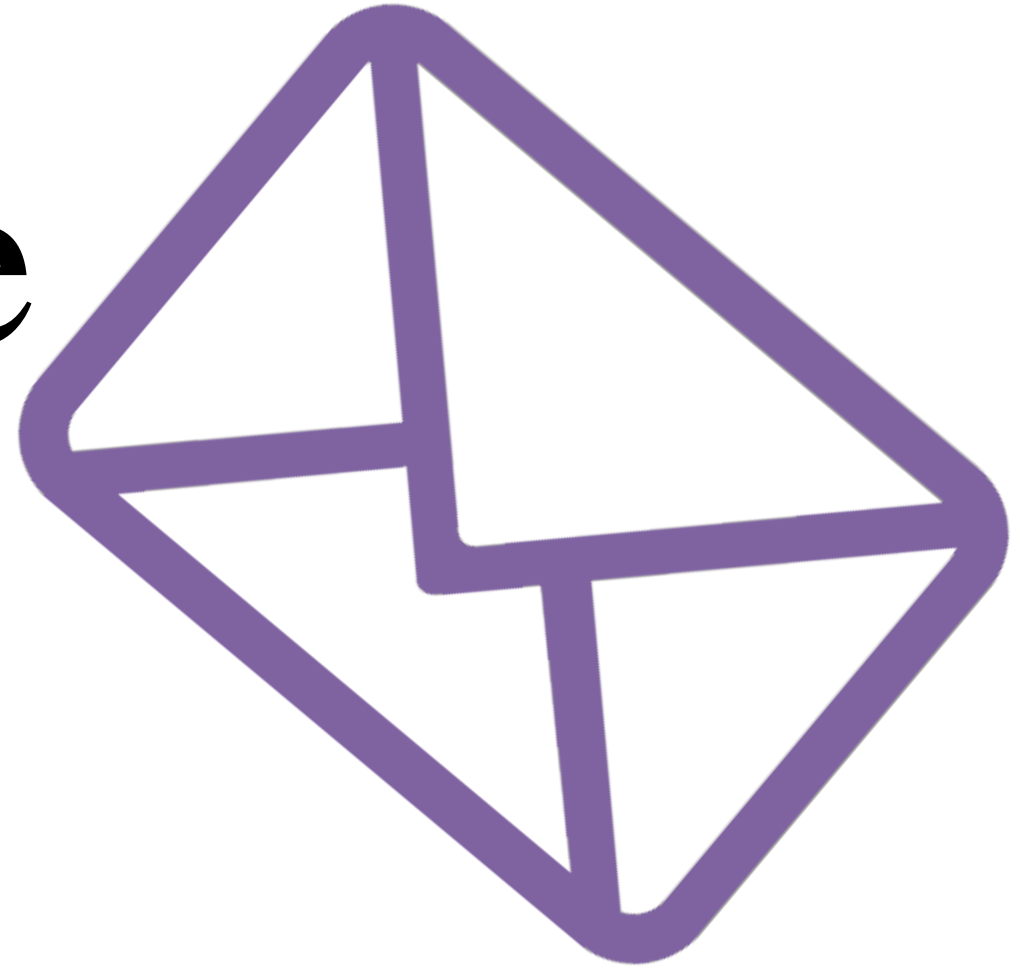
IT COSTS **7x** MORE TO OBTAIN VS RETAIN MEMBERS!

New member onboarding is critical to retention. Statistics show that it costs 7x more to obtain a new member than to retain a current one and that first-year members have the lowest renewal rates.

Onboarding is more than simply sending out a welcome packet and adding them to your Chamber's email list – it's an ongoing process that relies on deliberate communication and engagement.

[New Member Onboarding](#)

1 Welcome email

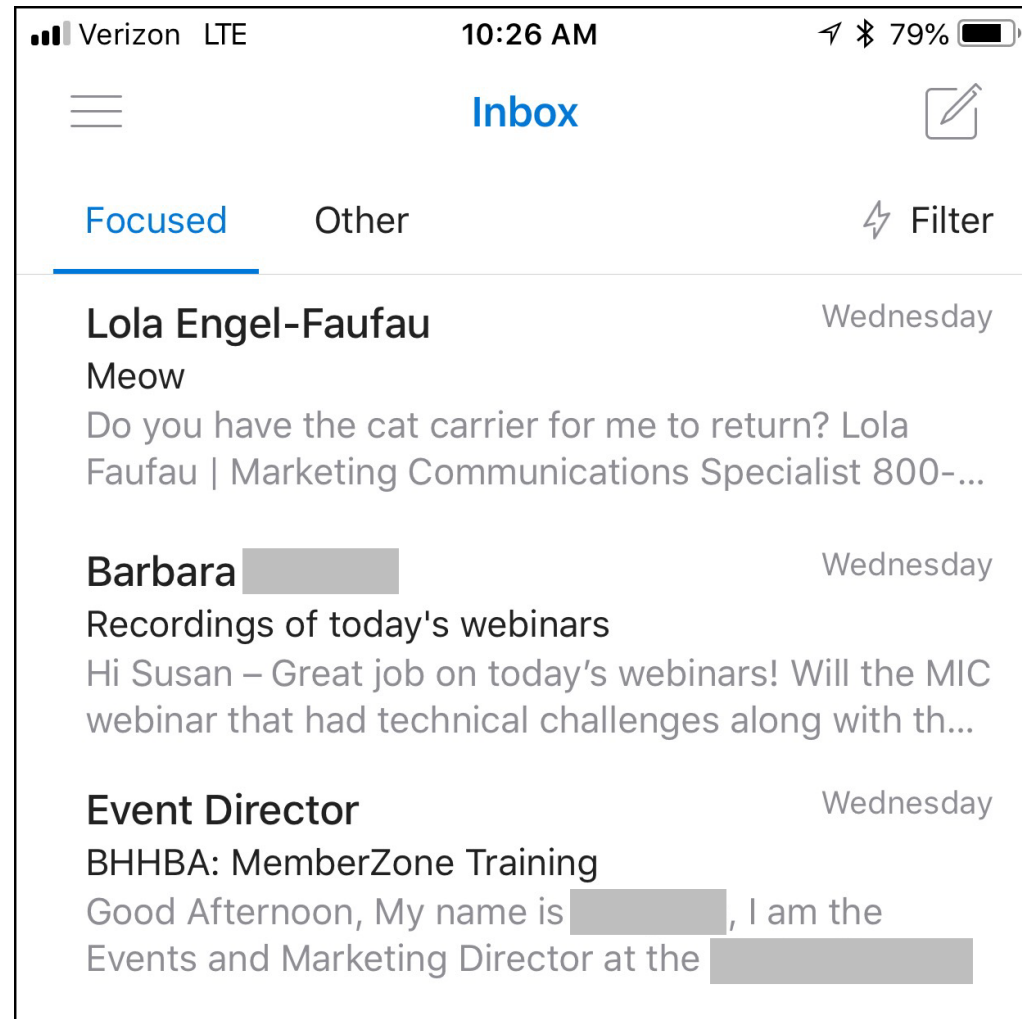


Welcome Email

From:

Subject Line

First Line



Email Contents



**Use your
brand**



**Reinforce their
decision**



**Give a
Call to Action**

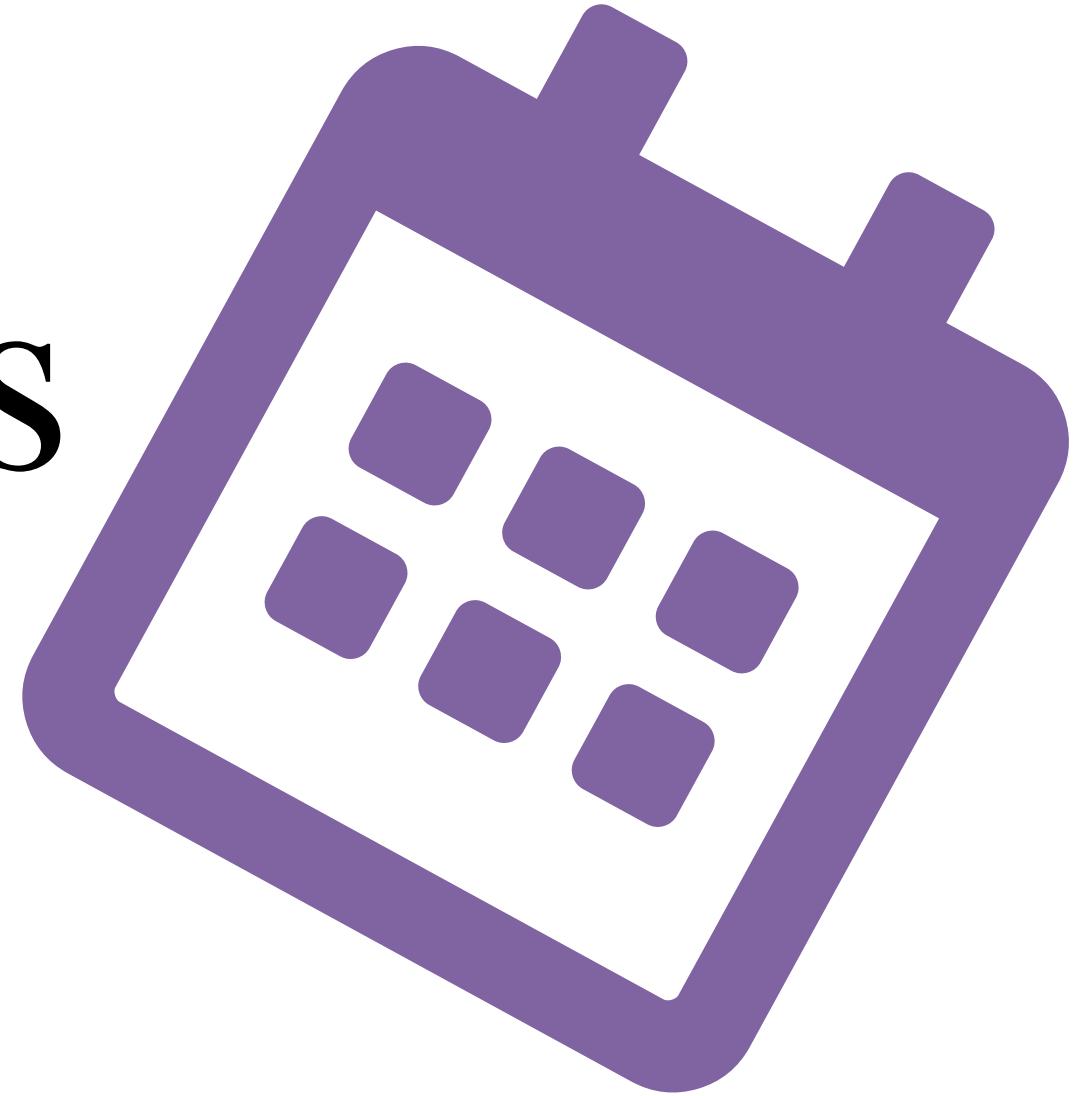
[The Power of the Welcome eMail](#)

2 Member Information Center MIC

MIC for New Members

- Get them into the MIC as soon as possible
 - Allow username/password creation on the online application form (Primary and/or Billing contacts)
 - Email the *Introducing Member Info Center* email template by the end of their 2nd week -- Check to see if they've created a login by 3rd week; follow up with a **phone call** regardless...
- Send them videos about how to use the MIC
- Recruit an existing member to connect with them and talk specifically about how they use the MIC
- Hold them accountable 😊

3 Events



Events

You want your members interacting with each other and seeing the networking benefits of membership as soon as possible.

- Send new members personal invitations to events happening in the first X months of their membership and to your “big events” their first year.
- Consider an additional discount for the first event they attend.
- Hold a New-Members Mixer X times/year and make the new members special guests

4 Personal touchpoints



Personal Touchpoints

Relationships matter.

ChamberMaster and MemberZone can automate **a lot** of your tasks.

Developing relationships with your members isn't one of them

Schedule coffee with new members part way through their first year

Stop by their business at least once every 6 months

Send them newspaper clippings with a personal note when you see them in the paper

Send them some useful content specific to their business

Free up some time

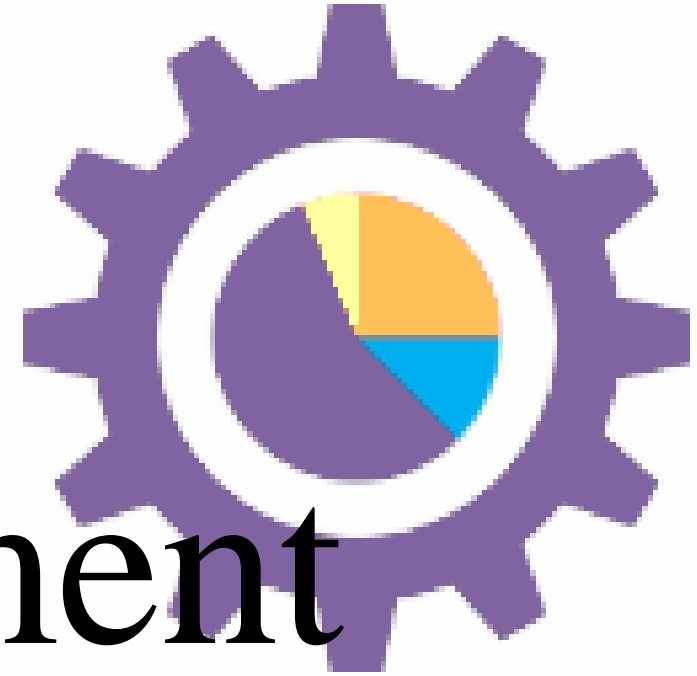
Let ChamberMaster do the things it's good at:

- Set up GrowthZone Pay (Integrated Payment Processing) and auto-payments
- Email invoices
- Empower your members to submit events, deals, and news items, via the MIC
- Post Resources in the MIC for easy and 24/7 access



5

Project Management



Projects & Tasks

Projects/Tasks
Beta

[Summary](#)
[Task Calendar](#)
[Projects](#)
[Tasks](#)
[Templates](#)

Projects

All

New Project

Project	Category	Owner	Start Date	End Date	Total Tasks	Completed Tasks	Remaining Tasks	% Complete	Actions
<div>Type to search...</div> <div>Q</div>	<div></div> <div></div>	<div>Type to search...</div> <div>Q</div>							
Wanda's Golf World Onboarding	Member	Daniel Johnson (Member Coordinator)	5/18/18	5/25/18	3	2	1	66.667%	<div></div> <div>✖</div>
Ace Hardware Onboarding	Member	Cheri Petterson	5/18/18	6/1/18	2	1	1	50%	<div></div> <div>✖</div>

Projects & Tasks

Ace Hardware Onboarding - created 5/18/18 by Susan Williams (Executive Director)

Member: Ace Hardware
Project Owner: Cheri Petterson

Tasks

New Task

All ▼

Task	Task Type	Person	Start Date	End Date	Modified	%	Completed Date
<input type="text" value="Type to search..."/>	<input type="text" value="Typ"/>	<input type="text" value="Type to search..."/>					
<input type="checkbox"/> Welcome email		Julie Nelson (Finance)	5/19/18	6/4/18	6/6/18	50%	
<input checked="" type="checkbox"/> Deliver Welcome Package		Daniel Johnson (Member Coordinator)	5/20/18	6/4/18	6/6/18	100%	6/6/18

Projects & Tasks

Task Add/Edit

General

Comments (2)

Files (0)

☐ Completed
 or % complete %

Task Name

Project

Parent Task

Description

Start Date

[Advanced options](#)

End Date

[Set To Start Date](#)
[Advanced options](#)

Assigned To

Related Training



Communication & Groups
Member Information Center (MIC)
Event Setup
Event Management

Working with Projects & Tasks



Look for additional 5 Ways... webinars by entering “5 ways” in the search field of the [training calendar](#)!

Thank You!