

2015

Eastman-Dodge County Chamber of Commerce

Program of Work



The Eastman-Dodge County Chamber of Commerce exists to advance the civic and economic well-being of our members and their community. Our primary objective for 2015 is to increase the value of Chamber membership while simultaneously increasing membership partners to prepare the Chamber for future success. To accomplish these goals, the Chamber staff and volunteer leadership will work together to create a positive Chamber atmosphere and dedicate time to our members - current and prospective.

Member Services

Promote awareness of Chamber events and activities

- Monthly newsletter
- Email communications – special promotions, new members, etc.
- Regular press releases in newspaper
- Social media – Facebook, Instagram

Promote member opportunities

- Business After Hours
- Special speakers at monthly board meetings
- Annual Chamber dinner
- Sponsorship Opportunities

Membership Touch/Recognition

- Pop-Ins
- Facebook promotions
- Staff visits
- Thank you notes

Eastman-Dodge Development

Facilitate training of future leaders

- Leadership Dodge
- Youth Leadership Dodge

Champion education opportunities

- STAR Student
- Student of the Month

Community focused events

- Fall for Dodge Festival
- Peaches to the Beaches
- Themed quarterly events

Specific Goals

Membership Growth

Strive for 10% growth in membership
216 paid at beginning of 2015
Retention

Participation

Improve participation levels within the organization
Board of Directors
Members
Event volunteers

Long-term planning

Create, maintain and regularly update strategic five-year plan
Create annual program of work
Rebrand the Chamber including logo, slogan, vision statement, etc.

Membership opportunities

Create quarterly learning session such as eggs & issues
Annual or bi-annual membership survey
Create a more advanced, user-friendly, interactive website for members to benefit from
Roundtable discussions
Promote business-to-business benefits

Chamber leadership

Devote resources for professional development of leaders
Establish formal succession plan for Chamber leadership