

# **Our Town, Our Team**

## **Total Resource Campaign 2016** (TRC 2016)

Nacogdoches County  
Chamber of Commerce

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# 1. CAMPAIGN OVERVIEW

## **Why We're All Here**

To develop the leadership and financial resources of the Nacogdoches County Chamber of Commerce through an annual, all-volunteer campaign to attract new members, and secure business sponsors for Chamber programs, events, electronic media and issues.

## **Our Goal**

**Campaign Total** \$ \_\_\_\_\_

## **How We Reach Our Goal and Achieve Success**

A slew of volunteers sell new Chamber memberships, sponsorships, and other products.

Results in each Wednesday by 12:00 noon beginning Oct. 5, 2016 and ending Nov. 17, 2016.

## Leaders Who Make It Happen

### Campaign Leaders

#### *Campaign Chair*

Gary Stokes                      Sekots, LLC                      gary@sekots.net                      (936) 615-7378 cell

#### *Vice Chairs*

Eric Faulk                      BancorpSouth                      eric.faulk@bxs.com                      (512) 413-2067 cell  
(936) 552-3333 wk

Grace Handler                      Handler                      ghandler@sbcglobal.net                      (936) 552-6018 cell  
Insurance                      (936) 569-7822 wk

Jessica Henderson                      The Hospice of                      jhenderson@hospiceofeasttexas.org                      (936) 615-6404 cell  
East Texas                      (936) 560-9277 wk

GW Neal                      NISD                      gw\_neal@yahoo.com                      ((936) 554-0390 cell  
Administrator,                      retired                      (936)560-1694 hm

### See TRC 2016 website for Team information

- Team Captains, Team Members and Team Goals!!!

#### Staff Contacts

			Phone	Cell
Wayne Mitchell	President/CEO	president@nactx.com	936-560-5533	207-242-9188
Kelly Daniel	Membership & Marketing Manager	business@nactx.com	936-560-5533	936-615-3829
Barbara Holl	Executive Assistant	chamber@nactx.com	936-560-5533	936-556-0718
Sherry Banks	Administrative Assistant	info@nactx.com	936-560-5533	936-554-0278

Fax: 936-560-3920

Web site: [www.nacogdoches.org](http://www.nacogdoches.org)

**Total Resource Campaign 2016 simple timeline**

rev. 9/7/16 kd

	<b>2016</b>	<b>Comments</b>
All Teams confirmed	Sept 11	Unconfirmed volunteers' renewals will be pulled for lotto drawing
Early Training - before the renewals	Sept. 12 - 13	Four trainings: Monday, 10 am to noon and 1 to 3 pm; Tuesday - 8 am-10 am and 3 - 5 p.m. All TRC volunteers must attend 1 of the 4 trainings.
Lottery for available renewals	Sept 13 at 5 p.m.	Any "free" renewals from past volunteers not participating in 2016 will be distributed by lottery drawing.
First Right of Renewal period	Sept 13 - Oct. 4	<b>P/U renewals by Sept. 16 deadline</b> - or they will be redistributed.
Postcard Bulk Mailout	Before Sept. 30	Bulk mailing to active members! Create awareness that TRC 2016 is happening.
Kick off event	Oct. 4	<i>7:30 am at SFA Coliseum Murray Shaw Champions Room with SFA Coach Kyle Keller.</i>
Membership Push	Oct. 4 - 6	Membership Event at the Chamber
<b>Campaign dates</b>	<b>Oct. 4 - Nov 17</b>	6 week campaign
Reward session 1	Oct. 6	2016 -Andrew Shipp <i>Business Development Committee</i>
Reward session 2	Oct 13	2016 -DawnElla Rust <i>Motivational Talk</i>
Reward session 3	Oct 20	
Reward session 4	Oct 27	
Reward session 5	Nov 3	
Reward session 6	Nov 10	
Trading Deadline	Noon, Nov 16	<b>All Sponsorship TRADE credits must be completed and confirmed with signed form.</b>
<b>Victory Celebration &amp; noon deadline for submitting signed contracts</b>	<b>Nov. 17</b>	<b>Celebration and noon deadline for submitting signed contracts for incentive rewards.</b> <i>NOTE: Conflict with Holiday in the Pines</i>
Vol Survey/Focus	Nov. 21 or 22	
Reward Trip	March 30 - April 3, 2017	<b>Cruise to Cozumel out of Galveston</b>

## 2. YOUR ROLE AS A VOLUNTEER

Thank you for being a part of the Nacogdoches County Chamber of Commerce's seventh annual Total Resource Campaign. Volunteers, like you, make it possible to raise the funds to sustain programs for business development, community improvement and member services.

Start confidently! The Total Resource Campaign format is easy and efficient. It's been proven to be successful, especially with volunteers who may have limited sales experience. Organizations of all sizes have met and/or exceeded these goals. We have assembled resources, tools, forms, and documents to get you up to speed quickly. Our volunteer team is composed of some of the most successful individuals in your area and is supported by a professional, knowledgeable staff and experienced consultants to help you.

Using the **TRC 2016 website** resource, you can see sponsorships and products still available and which companies have already contributed. Plus, you can track your progress online and see your financial rewards, all while being a part of a team that shares your commitment and is here to support you.

### **The Many Benefits of Being A Campaign Volunteer**

A number of individuals will participate from approximately companies throughout the region. The campaign provides a great opportunity to:

- Meet other present and future business and community leaders
- Improve or develop your sales and presentation skills
- Become knowledgeable about the important work of the Chamber
- Impact community initiatives
- Be rewarded with recognition and cash incentives—all while having fun!

The Total Resource Campaign is a great way for you to meet our region's top CEOs and business owners, while working directly with many of the community's finest volunteers. Work with the individuals whose teamwork and spirit of volunteerism keep Nacogdoches' future bright.

The economic outlook is challenging, and there's never been a better time for us to pull together. The Chamber has always been about bringing businesses together to make our region stronger for commerce and families.

Through the campaign, you'll grow professionally, expand your business and regional contacts, and help the Chamber stay vital for years to come.

## ***We Respect Your Time***

The campaign leaders, the Chamber, and your company are quite sensitive to your time demands. That's why we conduct our campaign meetings at a variety of times, including at lunch and later in the afternoon. The length of the campaign enables you to work at your pace. In addition, the Chamber staff will assist you with campaign orientation, training, sales leads, and great event opportunities.

## ***If You Are Asking Yourself Why***

If you are asking yourself, "Why get involved?," remember these three letters...C B S. Community, Business, Self...

### ***Community***

You are raising funds that benefit the entire Nacogdoches region. The chamber is committed to improving the economy of your community.

### ***Business***

When Nacogdoches prospers, your business prospers.

### ***Self***

What's in it for you?

- Corporate Pride: You want your company to look good!
- Corporate Visibility: Your company selected you to get the job done. You want to show them they made the best choice!
- Learn a New Skill: Maybe you have never been in sales before and want to sharpen your sales and presentation skills.
- Add to Your Resume: You are a participant in the largest campaign in the Chamber's history.
- Expand Your Business Contacts and Meet New People: There are many other companies and numerous volunteers who are also part of this effort!
- Learn About the Chamber and Nacogdoches: Every campaign event will be rewarding and informative.
- Have Fun: You may never have so much fun while making such an important contribution to your community.
- Great Incentives: Campaign rewards are paid for the sale of new memberships and sponsorships. Don't forget, you can win a trip for yourself and a guest!



## **Volunteer Responsibilities**

**Advocate, Achieve, Have Fun, Celebrate!**

### ***Campaign Chair***

Gary Stokes is this year's Campaign Chair. The Campaign Chair embodies the values of the Chamber – an exceptional community leader who helps others grow, encourages them in their pursuits, supports them, and is dedicated to their success. The Chair's confidence in the Chamber and in the campaign is apparent at every step along the way. The Chair leads and we all succeed!

Specific duties of the Campaign Chair include:

- Recruiting corporate volunteers
- Selecting and motivating vice chairs
- Working with vice chairs weekly
- Leading team captain and team member training sessions
- Challenging volunteers to achieve our goal
- Being accessible to the Chamber staff
- Achieving our campaign goals
- Making sure everyone is ready to have fun!

### ***Vice Chairs***

The Vice Chairs are executives at the top of their fields, who know business, our community, and how to be a leader. They demonstrate dedication to the Chamber and truly believe in the benefits of membership. They inspire and encourage the team captains, working with them directly each week. The Vice Chairs help navigate challenges on our way to our goal. They guide us and have fun, and we all achieve!

Specific duties of the Vice Chairs include:

- Helping with team recruitment
- Selecting and motivating team captains
- Working with team captains weekly
- Attending vice chair and team captain meetings
- Encouraging everyone
- Serving as problem solvers
- Achieving our campaign goals
- Making sure everyone has fun throughout the campaign!

## ***Team Captains***

Many of you already know your Team Captains. They are leaders from across our community who understand our region, our economy and how businesses operate. They provide guidance throughout the campaign, helping you overcome objections, increase your confidence, and make valuable business connections. They work directly with you each week. The Team Captains manage and have fun, and we all achieve!

Specific duties of the Team Captains include:

- Recruiting team members from their companies or other business
- Attending team captain meetings
- Setting the sales goal for their team
- Ensuring everyone on the team is committed to their goal
- Prospecting and selling the Chamber memberships and sponsorships
- Completing production reports for weekly reward sessions
- Encouraging you to attend every reward session
- Accepting achievement awards for your team's progress
- Achieving your team's product goals and the campaign goals
- Making sure everyone has fun throughout the campaign!

## ***Team Members***

Our volunteer team members are the energy that drives this campaign's success. By being selected to participate, you have been recognized by your companies as capable, responsible, and up to the challenge of supporting the Chamber important mission. Team Members serve as advocates for the Chamber and for our community. They meet and network with other volunteers from our region's leading businesses. Through prospecting, Team Members share their enthusiasm for the great work the Chamber does for our region. Team Members help generate revenue for the Chamber and have fun, and we all succeed!

- Attending orientation and sales training session
- Prospecting and selling the Chamber's memberships and sponsorships
- Collaborating with other team members to meet the team's goal
- Attending the campaign kick-off and weekly reward sessions
- Accepting individual achievement awards and publicity
- Achieving your team's product goals and the campaign goals
- Having fun throughout the campaign!

## See Your Progress – Online!

Our campaign Online System lets you track your progress online. You can also see the campaign total, week's top producers, your team's progress, and the progress of other volunteers. Simply visit [www.nacogdoches.org](http://www.nacogdoches.org).

The following is a sample to help you navigate the Online System. The Nacogdoches County Chamber of Commerce's campaign site may look slightly different but will function the same way.

The screenshot shows a web interface for a campaign. At the top, there is a navigation menu with links: [home](#), [campaign summary](#), [remaining sponsorships](#), [sponsorship info](#), [campaign standings](#), [newsletter](#), and [login](#). Below the menu is a section titled "Campaign chair:" containing a table with the following data:

goal	\$0
campaign total	\$0
weekly totals last updated	02/12/2008

Callouts point to the menu items and the campaign total. Below this is a section titled "Campaign Top Producers" with three columns. Each column has a placeholder for a picture labeled "No Image Available" and a name with a dollar amount: Joyce Powell-Johnson: \$0, Doug Flowers: \$0, and Bobbie Merrigan: \$0. A callout points to the "No Image Available" placeholder with the text "Top producers Picture yourself here!". Below the top producers is an "Events" section with a table listing various sponsorship roles and their availability:

Event	available
12th Annual BANN-ER Awards	available
<a href="#">Presenting Platinum Sponsor</a>	1
<a href="#">Diamond Sponsor</a>	2
<a href="#">Entertainment Sponsor</a>	1
<a href="#">Gallery of Finalists Sponsor</a>	2
<a href="#">Pearl Sponsor</a>	4
<a href="#">Hested Bar Sponsor</a>	3
<a href="#">Wine Sponsor</a>	3
<a href="#">Hors d'Oeuvres Sponsor</a>	2
<a href="#">Opal Sponsor</a>	6
<a href="#">Photo Sponsor</a>	1
<a href="#">"Million Dollar Awards" Sponsor</a>	1
<a href="#">Champagne Sponsor</a>	1
<a href="#">Ruby Sponsor</a>	6
<a href="#">Gold Sponsor</a>	unlimited
<a href="#">Silver Sponsor</a>	unlimited

A vertical banner on the left side of the page reads "YGM Total Resource Campaign".

From the main page top menu, click on the Campaign Standings button to see your individual and team progress.

[change password](#)

### Vice Chair Standings

Vice Chair	Weekly Total	Total
Bobbie Merrigan	\$0	\$0
Brian Wheeler	\$0	\$0

### Team Standings

Team	Weekly Total	Total
Bobbie Merrigan		
No teams		
Brian Wheeler		
No teams		

Track Your Own Progress.

See Your Team's Progress.

### Volunteer Standings

Volunteer Name	Company Name	Prev. Week Total	Current Week Total	Total
Doug Flowers	Hale Lane Law Offices	\$0	\$0	\$0
Bobbie Merrigan		\$0	\$0	\$0
Brian Wheeler	Robert A. Wheeler Construction	\$0	\$0	\$0
Dave Hendriks	Plantworks-Reno	\$0	\$0	\$0
Tyler Ramsey	Aflac	\$0	\$0	\$0
Norin Mack	Standards of Excellence	\$0	\$0	\$0
Sara Sparrow	Hometown Health	\$0	\$0	\$0
Janice Hobron	Hometown Health	\$0	\$0	\$0

## 3. JOINING THE NACOGDOCHES COUNTY CHAMBER OF COMMERCE

### **Get to Know the Nacogdoches County Chamber of Commerce**

The Chamber is one of the most active and influential business organizations in Nacogdoches. For more than 95 years, we have been the champion of area business and have worked tirelessly to promote the economic development of our community. Here is a brief overview about the strength and benefits of the Nacogdoches County Chamber of Commerce. Additional materials are provided in the "For Your Reference" section of this manual. Feel free to talk with our staff about any questions you have or areas that are of particular interest to you.

### **Nacogdoches County Chamber of Commerce At A Glance**

- The Chamber is a not-for-profit 501-c-6, member-driven organization
- We are led by a board of directors composed of distinguished area executives
- We have around 750 active members.
- Our 4 professional staff members are here to serve you

### **Our Mission and Vision**

**Mission Statement:** Creating an environment where business can succeed.

**Vision Statement:** Leading Nacogdoches to be the ideal place to live, work, play and do business.

## **Our Priorities**

### ***Government Relations***

The Chamber is your voice on legislation and taxation issues. Through our government relations program, we make recommendations on public policy and actively represent the point of view of area business. We are a united front to protect the interests of your business and our community.

### ***Economic Development***

The Chamber works closely with Nacogdoches Economic Development Corp., the City, the County, Nacogdoches Convention & Visitors Bureau and Stephen F. Austin State University to help retain and grow existing businesses. This partnership works to benefit businesses in our area and promote the advantages and assets of our community within the city, area, state, nation, and international marketplace. We are also focused on building and maintaining a sound and healthy balance of all commerce within the Nacogdoches community. When our economy is strong and our workforce utilized, we all benefit! We have focused on supporting SFA students and their families and also retiree development marketing. New residents of all ages can look to the Chamber to help choose Nacogdoches and enjoy our community

### ***Member Service***

Whether you have two employees or 20,000 and whatever your industry, the Chamber is here to help you grow your business and improve your bottom line. Our 750+ members range from companies like NIBCO INC. to sole proprietors just starting out. Whatever your size, we can help you understand labor law and resolve your workforce challenges. Plus, to help plan for the future, the Chamber furnishes data on population, taxes, market and employment trends, and other issues affecting your business. Workshops on business development, social media and marketing, customer service and networking events help business owners learn and grow.

### ***Relationship Building***

Our events and membership activities provide opportunities to network and increase your supplier and client contacts. Meet professionals who share your interests.

### ***Business Advocacy and Exposure Generation***

Through the Chamber's products and services, we help your business get the attention it deserves. We reply to hundreds of inquiries about our city and businesses each year, promoting tourism and marketing member firms to more than 6000 people annually. From ribbon cuttings for a grand opening or expansion to a sponsorship of a well-loved local event like the Texas Blueberry Festival, we provide unparalleled local exposure.

### ***Education Initiatives***

We firmly believe that education is the foundation for continued economic prosperity. The Chamber's Education committee and partners produce annual mentoring programs and events to improve education - and the future workforce - in our community.

### **Selling Memberships**

As a voluntary, not-for-profit organization, the Nacogdoches County Chamber of Commerce is dependent on the dues and investments it receives from business and professional firms for 75% of its operation budget. While most larger and long-established businesses are already members, many are not.

Recruiting new members is an ongoing top priority for the organization and is a major focus of this Total Resource Campaign. Since every business can benefit from membership in the Chamber, every non-member is a prospect. Focus on new members!



***Members Are Our Future – They Make Our  
Organization Larger, More Diverse, and Stronger for Our  
Community***

### **Where to Begin?**

Check to see if the company is already a member by consulting the Membership Directory section at the end of this manual, or the Online Membership Directory found at [www.nacogdoches.org](http://www.nacogdoches.org).

### **How Much Should They Pay?**

Chamber investments are based on the company's stake in the community. For most business, dues are between \$250 and \$1,500. See Section 9 of this manual for details.

Bringing new members in at the fair-share rate helps ensure that all members carry their proportionate share of the load. And it helps you reach your goals sooner!

### **What Does It Take?**

A completed and signed application plus the new member's check or credit card information are all it takes to enroll a new member.

## What Happens After They Join?

Once a completed application and payment are received, several steps are taken to welcome and involve your new member.

- A letter of thanks from the 2015-16 Chair of the Board Rusty Rust, or 2016-17 Chair of the Board Scarlett Sloane is sent to express the Chamber's appreciation for the new member's support.
- Each new member receives an invitation to the Membership 101: Reception & Orientation - set for Nov. 1 and hosted by Whataburger.
- The new member begins receiving the Chamber's newsletter and other current information.
- The new member is listed in the printed Business Directory in the Official Nacogdoches Guide & Chamber Directory and on the Chamber's website, [www.nacogdoches.org](http://www.nacogdoches.org).



### To Do Today

- Jot down at least 10 businesses where you have contacts
- Review the Membership Directory to determine if they are members
- If they aren't, write down three reasons each business would want to join
- Take 45 minutes TODAY to call your contacts
- Repeat daily!

## What about membership renewals?

Existing member renewals are not part of the Total Resource Campaign.



## 4. SPONSORSHIPS

### **Programs, Events, Publications, Electronic Media and Issues**

Many members value being identified with the Chamber. The Chamber's newsletters, publications and events are ideal vehicles for promoting the products and services of member firms.

- For the sponsoring firm, the Chamber's programs, events, and publications are a cost-effective way to target their marketing dollars.
- For the Chamber, sponsorships are an important source of non-dues income.

Volunteers in the Total Resource Campaign get credit for selling the sponsorship opportunities listed in this manual. All that is required is the company's check and/or a signed agreement!

### **What's Available?**

We have included a detailed list of the programs, events, publications and electronic media that are available for sponsorship in the "For Your Reference" section of this manual. You have the ability to customize proposals and take with you to meetings with prospects.

You are welcome to share the entire list with a prospect; however, it's often more effective if you come to the prospect with a recommendation and pitch one or two sponsorships that best meet the prospect's needs. The list is extensive and overwhelmed prospects might default to the least expensive sponsorship. Remember, you know your contacts and the best way to work with them, *follow your instincts*.

### **How Do I Know That It Hasn't Been Sold Already?**

The Total Resource Campaign has an aggressive schedule and everything moves very quickly. Since this manual is printed at the start of the campaign, the list of available sponsorships can become outdated immediately. The best way to help ensure that the sponsorship you intend to sell is still available is to check the campaign Online System before each and every pitch.

## Check Our Campaign Website Before Every Prospect Visit

It's simple. Visit the campaign Online System - find the link at [www.nacogdoches.org](http://www.nacogdoches.org). The site lists every sponsorship and how many are available for sell. You can click on the underlined name of the sponsorship to read its description. If any sponsorships have been sold, you can also see the sponsors' names.

Here's a sample of what you can see on the campaign Online System. The colors and sponsorship information may be different on the Nacogdoches County Chamber of Commerce's campaign site, but it works the same way.

The screenshot shows a sidebar on the left with the text "YGM Total Resource Campaign". At the top, there are three boxes for individual sponsors: "Doug Flowers: \$0" (Hale Lane Law Offices), "Bobbie Merrigan: \$0", and "Brian Wheeler: \$0". Below this is a table titled "12th Annual BANNER Awards" with an "available" column. The table lists various sponsorship levels with their respective counts. Callouts provide instructions: "Click on the name of the sponsorship for its description." points to the "Presenting Platinum Sponsor" link; "See how many are still available." points to the "2" in the "available" column for "Diamond Sponsor"; and "If a sponsorship has been sold, click the name to see who bought it. The item will be 'grayed out' if none are available." points to the "Photo Sponsor" link.

Sponsorship	available
<a href="#">Presenting Platinum Sponsor</a>	1
<a href="#">Diamond Sponsor</a>	2
<a href="#">Entertainment Sponsor</a>	1
<a href="#">Gallery of Finalists Sponsor</a>	2
<a href="#">Pearl Sponsor</a>	4
<a href="#">Hosted Bar Sponsor</a>	3
<a href="#">Wine Sponsor</a>	3
<a href="#">Hors d'Oeuvres Sponsor</a>	2
<a href="#">Opal Sponsor</a>	
<a href="#">Photo Sponsor</a>	
<a href="#">"Million Dollar Awards" Sponsor</a>	
<a href="#">Champagne Sponsor</a>	
<a href="#">Ruby Sponsor</a>	
<a href="#">Gold Sponsor</a>	

The campaign information is updated in real time.

## The Sale Isn't Complete Until...

Remember, you must have the company's check and/or signed agreement in hand in order to get credit for selling sponsorships - with your name written on the contract. Since there may be a short lag time between when a sponsorship is sold and when the sale is processed by the Nacogdoches County Chamber of Commerce's staff, there is a small chance that the campaign Online System may incorrectly show a sponsorship as available. In the event of a "double sale" of the same sponsorship, the time the fax or email was received by the Chamber staff will determine which volunteer receives credit. If you have any concerns whatsoever, please contact Kelly at 936-560-5533.

**Important!**  
**The volunteer's name on the signed contract  
will get credit for the sold sponsorship!**



### To Do Today

- Feeling nervous or can't think of anyone else to call? Review the prospecting information in Section 6 of this manual
- Use the prospecting letters we've provided
- Check the campaign Online System before pitching a specific sponsorship to confirm it's still available
- Remember to fax, email or drop off your sponsorship agreements to the Nacogdoches County Chamber of Commerce staff as soon as you receive them - with your name on the contract!

**Corporate Sponsor Contract**

**Nacogdoches County Chamber of Commerce**

2516 North Street, Nacogdoches, Texas 75961

Phone: (936) 560-5533

Fax: (936) 560-3920

Email: Kelly Daniel: [business@nactx.com](mailto:business@nactx.com)

**Payment Method**

- Cash
- Check
- Credit Card
- Invoice

**Sponsor Information:**

Company\_\_\_\_\_

Authorized Representative\_\_\_\_\_

Billing Contact\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_

Phone\_\_\_\_\_ Fax\_\_\_\_\_

Email\_\_\_\_\_

**Sponsorship:**

Name of Sponsorship\_\_\_\_\_

Sponsorship Level \_\_\_\_\_

Special Instructions\_\_\_\_\_

Sponsorship Cost \$ \_\_\_\_\_ Date Preference\_\_\_\_\_

*If Applicable*

**Volunteer Information:**

Volunteer's Name\_\_\_\_\_

Team \_\_\_\_\_ Date\_\_\_\_\_

**Approvals/Confirmations:**

Company Representative\_\_\_\_\_

## 5. VOLUNTEER INCENTIVES

### Rewarding Your Efforts

The Nacogdoches County Chamber of Commerce will recognize all producers for their good work in the Total Resource Campaign:

- The team totals will be updated weekly; top producers of the week will be recognized.
- Cash awards will be presented weekly at the Reward Sessions.
- All producers and their guests will be invited to the Victory Celebration at the conclusion of the campaign.
- Top producers will qualify for the campaign trip: Cruise to Cozumel from Galveston, March 30 - April 3, 2017. Includes cost of the cruise, gratuities and port fees (for you and maybe your guest!).

### Cash Incentives

The incentive schedule was designed to motivate all volunteer producers. In addition to cash incentives, volunteers can qualify for a post-campaign trip. Other prizes will be given at weekly reward sessions. Earned incentives will also be presented at the weekly reward sessions.

\* You may select a charity to receive your cash incentive rewards, if you'd rather not collect the checks! Just complete some paperwork at the beginning of the campaign.

### Campaign Trip

More information from Barbara Holl!



*On the **FIRST** day of a past campaign, one volunteer sold two presenting sponsorships for major events.*

*Those 2 sales alone earned her and her guest the trip!*

## Cash Sales Incentives -

### Items that Qualify as Cash Sales

- New Memberships
- Event Sponsorships

Notes about sales/incentive rewards:

- New Business Memberships totalling at least \$1,000 must be sold to qualify for the trip.
- You will be credited for checks or cash or credit card information turned in with a completed membership application form.
- A completed and signed contract is required for all sponsorships.
- Check, cash or credit card information will be accepted for sponsorship payments.
- Incentives are paid based on the amount of cash, checks or signed agreements received.
- Any optional payment terms must be discussed with and approved by Chamber President/CEO Wayne Mitchell. Credit card information may be required even if optional payment terms are granted.
- A 1099 Form will be issued for all awards.
- If a volunteer cannot take the earned trip, no cash substitutions will be made.
- Volunteers who earn incentives or earn the trip may donate up to \$500 to a non-profit instead of taking the trip. Volunteers must notify the Chamber in writing by **Nov. 10, 2016**.

## 6. PROSPECTING

### **It's Not That Difficult!**

Identifying prospective new members is one of the most important parts of your job as a campaign volunteer. To ensure your success this year, you will want to begin a prospect list as soon as you have completed training.

A prospect is any business or organization that is not currently a member of the Nacogdoches County Chamber of Commerce. You can verify a prospect's membership status by referring to the Chamber's Membership Listing at [www.nacogdoches.org](http://www.nacogdoches.org) If there is still a question regarding a company's status, please call the Chamber staff at 936-560-5533 for verification.

Prospects are easy to identify—since approximately approx. 800 members are currently members of the Chamber. The best prospects are those firms with which you or your company already have a business relationship. Good sources for prospects are your company's business associates, clients, and vendors. Secure a list from your purchasing department to help you identify these firms. Also, look at your own business contacts for leads.

**Out-of-town and home-based businesses are eligible! If someone is doing business in Nacogdoches County - the business should be a Chamber member!**

### **Prospects Are People You Already Know**

Typical prospects include:

- AC/Heating Services
- Accountants
- Advertising Agencies
- Architects
- Attorneys
- Auto Leasing Agents
- Business Organizations
- Caterers
- Contractors
- Delivery Companies
- Electricians
- Engineers
- Insurance Companies
- Janitorial Services
- Landscape/Maintenance Companies
- Office Supply Store
- Personnel Services/Agencies
- Printers
- Security Services
- Temporary Services

### **Additional sources for prospects**

- Billboards
- Building Directories
- Business Associates
- Magazines
- Media Advertisers
- Newspapers
- Signs
- Solicitors
- Trade Publications
- Yellow Pages

### **Business Relationships**

- Your customers
- Other companies in your office
- Your competitors
- Your company's vendor list

### **Personal Relationships**

- Friends, relatives, and neighbors: They can give you inside information on the companies they work for as well as names of the decision-makers.
- Your "personal accounts payable" list: Check your doctor, dentist, dry cleaner, vet, lawyer, mechanic, electrician, and plumber.

### **Special Interests**

Do you belong to a professional or special interest organization? Those members are business people just like you. Where do they work? Can they give you any referrals?

### **Media**

Read local media publications. Whenever you read an article about a company and it mentions a specific individual, call that person. Refer to the article and their company, and then ask for their help: "Whom could I talk to in your company about the Chamber involvement?"

Pay attention to advertising. If a company is spending money on advertising, they are interested in promoting their product. A membership can do that for a lot less and for an entire year, not just a one-time shot.

Pay attention to television and radio advertising. Contact companies who are advertising on local TV and radio stations. They are promoting specifically to the local market, and they can also do that through the Chamber.

Read billboards: Especially watch for new outdoor displays.



## **Referrals**

Ask everyone for referrals:

- People you have just sold.
- Companies you know who are already members.
- Your personal and business relationships.

Ask companies who they are doing business with that could benefit from a membership. For instance: “Your company brochure is terrific. Who did it for you? Would you mind if I call them and use your name?”

“Who does your design?”

“Who does your printing?”

## **Warm Leads**

- People you know.
- Referrals from people whose names you can use.
- People you have read or heard about.
- Any inside information about a company.

## **Cold Leads**

- Names from the phone book or a list.
- Billboards, ads, etc.

## ***Cardinal Rule***

Warm leads are easier than cold leads. But you can turn a cold lead (e.g., a name in a newspaper article) into a warm lead by having information about the person.

## **Selling Products and Recruiting Members**

### **Want To**

If you believe in the Chamber and want to do something good for your community, you have accomplished the most important step.

If you say you can't sell, think again! You sell something every day—probably without making a conscious effort. If you understand people, you're ready to sell Chamber products.

### **Will Do**

The easy part comes when you make the sales calls. Like you, the people you meet all have wants, needs, ideas, and fears, and they'll appreciate the contact you are making. After all, you are providing them with information they should have! **In essence, you're an educator.**

## **10 Steps to Conquering Fear of Rejection**

Here are ten steps to help you overcome any fear of rejection. By learning these ten steps, you will be more confident in selling memberships and sponsorships.

### **Step One**

Ensure that your product knowledge is exceptional. Learn all that you can about the Chamber. Read all Chamber publications, attend as many Chamber events as possible, and keep abreast of the Chamber's actions.

### **Step Two**

Have a working knowledge of problem solving. Can your prospect get an additional representative to receive correspondence from a specialty council? Can your prospect get two representatives on the mailing list? Whom do you call?

### **Step Three**

Have an attitude based on helping others meet their needs and a thorough understanding of how the benefits of membership will do this.

### **Step Four**

Write scripts of your opening remarks. Rehearse. Keep your script in front of you during phone calls.

### **Step Five**

Write out the most frequently heard objections and at least two ways to answer them. Answering is your way of building rapport with your prospect. It is your way of keeping the conversation going. People buy from people they trust. Build trust.

### **Step Six**

Visualize every step you'll take when contacting your prospect. This helps raise your comfort level. The higher your comfort level, the more successful you'll be.

### **Step Seven**

Visualize how you will respond every time your prospect gives you an objection. Rehearse.

### **Step Eight**

Role-play with someone who will respond as realistically as a prospect would. This can be done by phone.

### **Step Nine**

See yourself as a person who is an expert at handling objections, who can field one right after another. See others coming to you for suggestions with problem areas.

### **Step Ten**

Enjoy! Recruiting new members can be one of the most challenging activities you'll ever do, but it's also one of the most rewarding.

## **Who Benefits From All This?**

You gain through training and experience in selling an intangible product; making new business contacts; recognition in your firm; and recognition in your community.

Your firm receives recognition with the Chamber and in the business community because of your efforts.

The Chamber obviously gains through the leadership and ideas provided by new members and through additional financial resources.

The region gains from the programs made possible by a stronger Chamber.

## Overcoming Objections

### ***We don't do business in the area.***

Do you live here? Do you pay taxes here? Do you use the schools or public services? Regardless of where your customers are, this community and its quality of life are important to you, to your employees, and to your business. Join the Chamber to advance the Nacogdoches area in these and many other ways.

### ***We are a new business, not yet well established.***

That's the very reason you should join the Chamber. As a member you will develop new business contacts, take advantage of opportunities to further develop your business skills, and contribute to strengthening our regional economy. The Chamber is a cost-effective way to market your new business.

### ***I belong to too many organizations.***

So give priority to the ones that are in business to help your business. I know of no other organization like the Chamber that represents business, our marketplace, and the continued improvement of our state's quality of life. If you can't invest your time, you can support the Chamber through your membership.

### ***I can't afford any more contributions.***

The Chamber is not asking for a contribution, but for an investment. The Internal Revenue Service classifies Chamber membership as an ordinary and necessary business expense, and you should too. Pay your membership from your marketing budget. It's a good investment in your company's future.

### ***No time for it.***

Not every member is involved on committees or task forces. But, fortunately, some members are. Their investment of time benefits all members and helps advance the Chamber's work throughout the region. As a member, however, you may find that participating is easier than you thought. We have meetings at breakfast, lunch, and early evening. If the Chamber could help your business, would you be able to find some time?

### ***I did belong, but didn't get anything out of it.***

What did you hope to get from it? Did you attend those functions designed to advance your business? Accept the invitation to join, and I will see to it that you meet a member of the Chamber staff who will help you get involved. (Review Benefits, What Do You Expect from the Chamber? and the Shapiro Group report.)

***The Nacogdoches County Chamber of Commerce is just for big businesses, not for the little guy.***

This is a common misconception. In fact, 60 percent of the Chamber's members own and manage small businesses. It is true that many large companies have more people available to become involved with task forces and in other activities. But, our programs are designed to appeal to all members and especially small businesses.

***Let me think it over.***

Will you be in a position to make decision this week?

***I can't afford it. Business is poor.***

If your business is poor, you can't afford not to be a member. Chamber membership costs as little as 68 cents per day. You can pay by check or we can accept your credit card. The sooner you join, the sooner you can benefit from Chamber networking opportunities.

***Why should we join the Nacogdoches County Chamber of Commerce when our home office is in another city?***

Because you are doing business in Nacogdoches County! Your business is more successful because the economy of this region has been healthy. The Nacogdoches County Chamber of Commerce has been a big part of that success. Many who are doing well want to give something back. Investment in the Chamber is an excellent way to give something back to the region.

***I already belong to another Chamber.***

You are doing business and should want to increase your business in Nacogdoches County! Within our region there are several local Chamber, but none serve the region as the Nacogdoches County Chamber of Commerce does. Our programs are designed to advance our regional and local economy and to serve the broad range of businesses including yours. It is not uncommon for a company to belong to more than one Chamber in the region.

## **Contacting the Prospect**

### **Be Prepared**

Familiarize yourself with the Chamber and the information you will discuss. Think about the type of company you are contacting and pick two or three benefits that will answer your prospect's question: "What's in it for me and my company?"

### **Confirm the Prospect's Total Employment in Nacogdoches**

As part of the process of discussing the prospect's business and benefits of membership, confirm the prospect's total employment in Nacogdoches so you can determine their fair share investment level.

### **Determine Who in the Company Has the Authority ...**

...to join the Chamber. Spend your time dealing directly with the decision-maker.

### **Send an Introductory Letter...**

...to the decision-makers inviting them to join the Chamber and stating you will be in contact with them soon. For your convenience, we have provided you with a sample letter.

### **Follow-up...**

...on the introductory letter with a telephone call to the decision-maker.

### **Make an Opening Statement...**

...that introduces you as a Chamber volunteer and explains the purpose of your call. Extend an invitation to join the Chamber.

### **Discuss one or two programs**

If your prospect is unaware of the Chamber activities in the region, briefly discuss one or two programs, for example: the Texas Blueberry Festival, Fourth Friday Luncheon, Alive After Five, Nacogdoches/SFA Day in Austin and Lone Star Legislative Summit, the Great Expectations Program, or Leadership Nacogdoches.

**Target One or More Benefits...**

...of Chamber membership that will help the prospect's business. Zero in on a "hot button" as you tell them what is in it for them—participation in networking events, business assistance, and educational seminars.

Use or adapt the following letter to invite your prospect to join the Chamber. Use your company letterhead.

. . . . .

Date  
Name  
Company  
Address  
City ST 00000

Dear:

I am writing to you as a volunteer with the Nacogdoches County Chamber of Commerce to introduce you to the important work of our chamber and to encourage you to avail yourself of the many valuable benefits of membership.

More than 700 member firms, including our company, look to the chamber to provide leadership in building a better environment in which to do business. We also take advantage of the numerous programs, benefits, and activities offered by the chamber, designed to directly benefit our business.

For your information, I have enclosed a membership application and information outlining many of the chamber's programs, services, and benefits. After reviewing these materials, you will see that the Nacogdoches County Chamber of Commerce has much to offer you and your company.

I will contact you in the next few days to personally discuss the merits of a membership in the chamber.

Best regards,

Your Name  
Title at Your Company  
Volunteer for the Nacogdoches County Chamber of Commerce

## Contacting Your Company's Vendors

Use or adapt this letter to contact your company's vendors. Invite them to join the Chamber.  
Use your company letterhead.

.....

Date  
Name  
Company  
Address  
City, ST 00000

Dear:

Something very exciting is happening at (Insert Your Company's Name). Many of our officers and employees are involved in the Nacogdoches County Chamber of Commerce's Total Resource Campaign. During the next few weeks our employees will be calling on businesses like yours that are not currently members of the chamber. We will be talking about the chamber's numerous benefits, member services, and the chamber's ambitious action plan for the upcoming year.

Our firm has accepted the challenge to bring new members and resources to the chamber. By providing you with helpful information on how your firm can benefit from chamber membership and sponsorship opportunities, we want to make it easy for you to say "yes" to a good business decision.

One or our team members will contact you in the next few weeks. We hope you will say "yes" to a decision that will help the chamber, the state and, most of all, your business.

Best regards,

Your Name  
Title at Your Company

Volunteer for the Nacogdoches County Chamber of Commerce



## 7. NOTES

## 8. FOR YOUR REFERENCE

- 2016 TRC Sponsorships
- Membership application and Membership Dues Schedule.
- Additional support material is available in the New Member Packets.
- Go to the Membership Directory at [www.nacogdoches.org](http://www.nacogdoches.org) for current Chamber membership.