

Total Resource Campaign 2017
(TRC 2017)

Nacogdoches County
Chamber of Commerce

Get in the Game!

PLAYBOOK



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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 **\$160,000**

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 Sept. 20 and ending Oct. 25, 2017.

WHO'S WHO

Commissioner

Gary Stokes, Sekots, Inc.

Team Owners & General Managers

Grace Handler, Farmers Insurance Grace Handler Agency

Team: ROCKING G's stands for Rocking Girls!

GM: Mary Mocniak, Piney Woods Apartment Association

Slogan: We may be girls playing in a boys world, but WE will rock it to the top! Talking football not business!

Sue Jamison, DOTCOM, Inc.

Team:

GM: Claire Robbins, Manpower Group

Andrew Shipp, Shipp Law Firm

Team:

GM:

Ted Smith, State Farm Insurance

Team:

GM: Scott Waller, XETX Business Solutions

Chamber Staff

Chamber ph: 936-560-5533 ~ www.nacogdoches.org

Wayne Mitchell, President/CEO

president@nactx.com

936-645-7168

Barbara Holl

Operations Vice President

chamber@nactx.com

936-556-0718

Kelly Daniel

Executive Vice President

business@nactx.com

936-615-3829

Total Resource Campaign 2017

TIMELINE

rev. 7/27/2017 kd

<u>Date</u>	<u>Item</u>	<u>Description</u>
April /May 2017	Initial Planning	TRC Chairman planning meeting
Aug. 3, 5:30 p.m.	Team Owners & Commissioner meeting Team Draft	Evening meeting at Ted Smith's home. Ranked Players and Free Agents
Aug. 21	Players List confirmed	
Aug. 22, 8 am Aug. 23, 3 pm	Training Camp Training Camp	
Aug. 23, 5 pm	Lottery Drawing	Unclaimed renewals distributed
Aug. 23-Sept, 11	First Right of Renewal	
Sept. 12, 7:30am	Kick Off Event	Breakfast kick off with motivation building speaker! Keynote speaker SFA Coach Clint Conque, Room of
	Champions	
Sept. 12-26	TRC 2017	6-week campaign
Sept. 21, noon	Chalk Talk	Guest speaker - SFA Coach
Sept. 28, noon	Chalk Talk	Guest speaker - TBA
Oct. 5, noon	Chalk Talk	Guest speaker - SFA Coach
Oct. 12, noon	Chalk Talk	Guest speaker - TBA
Oct. 19, noon	Chalk Talk	Guest speaker - SFA Coach
Oct. 24, noon	Incentive Trading Deadline	Deadline - all membership & sponsorship credit trades.
Oct. 26	Victory Celebration	Evening event for volunteers and all involved in TRC!
Oct. 31	Volunteer Survey	
Nov. 7 staff	TRC 2017 Wrap Up	TRC volunteers and Chamber



2. YOUR ROLE AS A VOLUNTEER

Thank you for being a part of the Nacogdoches County Chamber of Commerce's eighth 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.

Using the **TRC 2017 website** resource, you can see sponsorships and products still available and which companies have already contributed. Plus, you can track your progress online, 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
- Have fun!!!

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.



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. Please note that a Nacogdoches County Chamber Foundation, 501-c-3 also exists.
- We are led by a board of directors composed of distinguished area executives
- We have around 750 active members.
- Our 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.

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. Because 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.

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 New Member Prospect information packet for more information. 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 cash payment 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 involved your new member.

- A letter of thanks from the 2016-2017 Chair of the Board Scarlett Sloane Long, or 2017-18 Chair of the Board Scott Waller is sent to express the Chamber's appreciation for the new member's support.
- Each new member receives a written invitation to schedule a Ribbon Cutting to celebrate the Chamber membership or any other special aspect of the company. Example: anniversary, new location, new management, new product line, etc.
- The new member begins receiving the Chamber's newsletter and other current information.
- The new member is listed in the next printed Business Directory in the Official Nacogdoches Guide & Chamber Directory and immediately on the Chamber's website, www.nacogdoches.org.

What should you do now?

- 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.

Steps to checking campaign progress.

What's sold? Who bought it? What's available?

- Go to www.Nacogdoches.org
- Look to the right side of the page.
- Find the gray "Welcome" box on the right side of the page.
- Click Total Resource Campaign (will take you to the TRC webpage with a lot of resources!)
- Click TRC 2017 web site.

Check Our Campaign Website Before Every Prospect Visit

The campaign information is updated in real time.

The Sale Isn't Complete Until...

Remember, you must have the company's payment with any new membership sold. You must have payment 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 membership or sponsorship!



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

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:

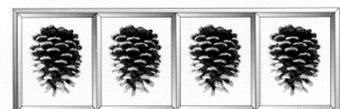
Volunteer's Name_____

Team _____ Date_____

Approvals/Confirmations:

Company Representative_____

NACOGDOCHES COUNTY



CHAMBER OF COMMERCE

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 Chalk Talks.
- 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.

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 Chalk Talks.

* 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.

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 option 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 **Oct. 20, 2017**.

6. RESOURCES

Additional resources, tools and leads will be distributed throughout the campaign - another great reason to attend all the Chalk Talks!

The following are available now:

- Lists of current active members by alphabetical and by category.
- List of sponsorships available for 2018 with descriptions including cost and benefits.
- New Member Prospect Information Packet
- List of businesses that have dropped Chamber membership within the last 12 months.





Total Resource Campaign 2017 - Get in the Game! Volunteer Commitment Statement

Name _____ Title _____

Bus. Name _____ Bus. Phone _____

Bus. Address _____

Cell _____

E-mail _____

The Total Resource Campaign is important to the Chamber of Commerce, and a successful TRC means a strong, effective Chamber with engaged, active members. Therefore, as a volunteer in the TRC 2017, I will earnestly attempt to accomplish the following:

1. Attend as many of the TRC events as possible - Kick Off Event, Reward Sessions and Victory Celebration;
2. Accept the responsibilities for my volunteer level that are outlined in the TRC Volunteer Responsibilities document;
3. Communicate with fellow teammates and TRC leadership throughout the campaign;
4. Conduct myself in a way that is appropriate as a representative of The Chamber and my business;
5. Make contacts for renewing sponsorships immediately upon receiving the Renewal Contracts. (Renewal Contracts must be picked up by Aug. 31, 2017, or the contract will be assigned to another active TRC volunteer.)
6. All new membership, sponsorship sales and signed contracts must be submitted for approval by noon, Oct. 25, 2017 to be applied to volunteers' campaign rewards - including the reward trip.

Signed _____

Date _____

