

NCC Chamber Membership Three & Free Program Rules of Engagement and Criteria for Participation

The intent of the Three & Free Membership Program is to grow membership through partner participation and engagement. This pilot program has been approved by the Board of Directors at our 08/21/2019 meeting and will run until they determine a termination date.

The Three & Free pilot program will begin on September 10, 2019 and will run for one year. Unless an earlier start date is determined by the Executive Board. The program can be cancelled by a vote of the Executive Board of Directors for any reason. If the pilot program is deemed successful, then the Chamber CEO has the authority to continue the program after the one-year pilot.

All active members can participate. If the participating member brings in three (3) new members within the year of the start of this program, a credit of \$385 will be applied to their membership account. This credit may be used towards dues or a sponsorship of their choice.

If the participating member falls short of the goal and only closes one new member, then they will receive their \$25.00 Chamber Bucks. If the participating member closes two new members in the timeframe specified, then they will receive \$192.50 credit to be used towards dues or a sponsorship.

The participating member and staff will each track the new members and staff will report these as a separate line item during Board meetings.

If making payment in full, then the credit will be applied immediately on the tracking sheet for the participating member.

If the prospect joins and wishes to take advantage of our monthly payment option, then the credit will be applied to the participating member, but if the new member drops their membership mid-term within their first year, the dues credit amount to the participating member will be pro-rated and adjusted accordingly. Then an invoice created and due within that members renewal cycle. This will ensure the participating member assists in the retention of the new member.

If, for any reason, the participating member cancels or let's their membership lapse, then the credit will be void. This credit does not represent "cash" and is in no way refundable.

The maximum credit that can be earned by the participating member is \$385.00.

Requirements of the existing member:

- 1) Invite new prospects to Chamber events
- 2) Communicate value of Chamber membership to the prospect
- 3) 100% responsible for selling the membership to the prospect
- 4) Encourage the prospect to attend Chamber 101 to assist with onboarding
- 5) Ensuring the prospect either completes a paper application in its entirety, or encourage them to apply on the Chamber website
- 6) If making payment with a check, attach it to the completed application and turn it into Chamber staff for manual processing
- 7) If making payment with a credit card, then they will be required to call or meet w/ staff to process the payment (please do not write any credit card numbers on paper applications)
- 8) If wishing to take advantage of payment options, then the appropriate paperwork must be collected along with the application

- 9) We encourage your continuous support in all engagement and retention efforts; staff will also support in this endeavor

Important:

- 1) All regular guests, invited by staff, referred to staff or learning of us through social media and community engagement or partners are assigned to Chamber staff. As is the current practice.
- 2) If a participating member comes across an organization or individual that is currently in contact with Chamber staff, we'd ask that you please respect our ongoing sales process and refrain from solicitation. If for any reason, staff is having difficulty closing any prospect, staff can reach out to a participating member to assist in closing the prospect.
- 3) If a mutual approach is agreed to, then staff and the participating member will receive ½ credit each. Staff will receive full commission on any shared prospect.
- 4) If the participating members simply refers the prospect over to staff for closing and processing, then staff regains full credit of the new membership and the member will receive the standard \$25 Chamber Bucks (as is our current practice).

Application Processing Instructions

Membership Dues Pricing:

1-5 Employees: \$385.00

6-20 Employees: \$605.00

21-50 Employees: \$825.00

51-150 Employees: \$1,045.00

151-300 Employees: \$1,320.00

300+ Employees: \$1,760.00

Non-Profit: \$385.00

Non-Profit are legitimate 501c(3) organization that have 10 or less full-time employees.

(part-time equivalents is a 2 to 1 ratio)

\$30.00 Application processing fee will be WAIVED for this program.

Full Years Dues Option:

Completed Application with a signed check or credit card information for full year's dues option. Call Chamber Staff with credit card info or ask Staff to call new member to acquire it. Please do not write any credit card numbers on paper application.

Monthly Dues Option:

Completed Application and ACH form.

A check for the first month's dues (ex. \$32.09 for the \$385 level).

New member is to be informed that a \$2 bank fee will be added for month two and going forward. The bank charges this fee and we are not able to waive it. (ex. \$34.09 will be the monthly draft for the \$385 level).