



All Hands on Deck:  
Strategies to Maximize Member  
Engagement and Support • COVID-19  
Virtual Training




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### The Need for Normalcy

People are really craving normalcy amidst this global pandemic.

Restaurants are one of the most popular gathering places.




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### Invoicing and Renewals

Chamber Value is More Important than Ever

Messaging is Key

- Billing / Business as normal  
Discuss strategy with Board
- Case by case  
Relationship  
Personal Approach

"Now more than ever, we are here to be your voice, represent our businesses, sustain business, be a part of a robust plan for recovery"




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**ACCE Example**

Dear insert member name here,

On behalf of the insert your chamber name here Staff and our Board of Directors, we would like to thank you for your support over the last year. We understand the impact of COVID-19 on our local business community and the challenges this poses for you as your investment renewal date approaches. To provide relief during this challenging time, we are extending your renewal date until insert revised deadline here.

Your continued commitment to the Chamber enables us to:

- Stimulate the local economy through programs, events, and services that spotlight area business, promote business activities, and encourage entrepreneurs;
- **Advocate for business** by building positive relationships with local, state, and federal elected officials to promote a pro-business climate and adopt positions to influence public policy;
- insert additional examples of member value as desired;

If you have any questions or to further discuss your chamber investment, please reach out to our Member Services Department at insert contact information here.

For future updates about the impact of COVID-19 on Chamber operations and events, keep an eye on our website. Thank you for your continued support of the insert your chamber name here. We look forward to serving you in the coming year, and please let us know what we can do to help your business weather this trying time.

Sincerely yours,  
insert name and title here




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**Talking Points**

- As we move forward building strategic plans for our community's recovery, we need your voice, your investment to move us forward.
- Let's focus and think on the long term – let's not allow this short term crisis, impact your long term success. Let's work together.
- Our community is still open for business, and planning for recovery. We are the center of business, sustainability is our focus.
- How we as businesses support each other, commit to each other, will lay our foundation for moving forward.




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**Check In Starters**

- When you think of recovery, what will that look like for your business?  
–What assistance will be most needed?
- If you could tell the Mayor, Governor, or President one thing what would it be?
- Tell me how you have been or will be using some of the available resources?
- Share with me the type of social media post that could add value or make a difference for your business right now?




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Anticipate questions and hindrances to renewing?

Shari Pash

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Horizon Report  
Belonging and Gathering  
Report Action Step:  
If possible, identify your value in terms that rely less upon attendance and participation

Shari Pash

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Virtual Engagement COVID-19

- Pick the phone up
- Alleviate worry
- 8 at 8 or 4 at 4
- Facebook Group
- Virtual Lunch with sponsors and members
- The dawn of the virtual business after hours, round tables, trainings

Shari Pash

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Facebook Live - app.belive.tv



Other apps you are using?

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Engagement COVID-19

- Membership 101 – pre-record videos tailored to how to utilize membership amidst COVID-19
- Maximize your member database
  - Enhanced profiles
  - Member news
  - A place to be present

Shari Pash

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Be the Voice and Source

- Be a resource for fact based data and information.
- Focus on Educating
- Utilize your State Chamber, US chamber, ACCE for data and business information
  - Quick and concise – Summarize it for your members – create a web page
- Advocate - local, state, federal
  - State Chamber, US Chamber, ACCE
- Encourage businesses, supporting each other, positivity
- Lead by Example - CDC direction and guidelines

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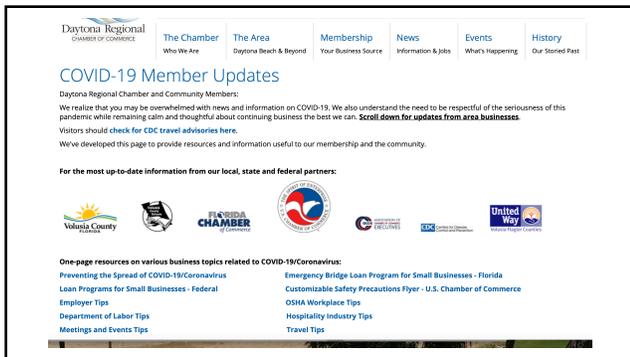
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Below, you will find a submission form which may be used to update information on your business or organization. For example...

- Have you altered business hours to better serve your clients?
- Are you only meeting with clients electronically (phone, email, web)?
- Has your pricing structure or rate schedule changed?
- Has your restaurant transitioned to delivery or take-out only?

Use the form to share with us...**how are you adapting to continue serving your clients and the community?**

Be prepared. Be well.

Ken Phelps  
ken@daytonachamber.com

First Name \*

Last Name \*

Company \*

Phone Number \*

Email Address \*

Website \*

Please let us know of any closures, changes in hours, visitor policies, event cancellations, or other adjustments your business or organization is making during this time. \*

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### LinkedIn

- Member engagement tool
- Virtual relationship building and maintaining
- **Thought Leadership** – become a resource

- Is your LinkedIn profile “talking” to your businesses?
- Are you connected with your members?
- How are we reaching the business/executive level members?

Shari Pash www.sharipash.com

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### Create Member Experiences

- Eight-five percent of event planners say their role requires more “experience creation” compared to five years ago.
- And when asked how incoming generations are affecting event and meeting formats, 80% said there is more emphasis on overall experience.

Source: IACC Meeting Room of the Future survey.

Great Virtual Exercise with your team

Shari Pash

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Daisy Lynn  
Gonzalez, Texas





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**New Member Recruitment Questions from Chamber Execs**

- Any strategies that we can do to attract non members?
- What can we do to add more prospects/leads?
- What industry is a need to join right now?

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Sign up Now:

- Slides
- Handouts
- Templates
- Upcoming newsletters and virtual trainings

Sign up today!

Text the word **SHARIPASH** to **22828** to get started

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**Shari Pash**

Shari Pash Membership and Growth Strategist  
 517.285.7127 | sharipash.com | shari@sharipash.com

Through Shari's hands-on work, she is changing the culture and way organizations approach membership recruitment, engagement, and retention. She provides a customized multi-step process and program with proven success. Client outcomes continue to excel through the implementation of foundational tools and reports that have proven success with measurements for growth. In addition to this work, Shari conducts board of director goals and planning sessions, and works with organizations to develop and recruit volunteers.

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