



Chamber Relations Up-date Meeting Discussions:

- **Chambers Plan Resource Portal** - chambers.chamberplan.ca The password is 'chamber'. These are many great resources here from social media to banner and newsletter ads. Chambers are encouraged to visit the site to get the latest marketing materials. There are also electronic copies of the Chambers Plan brochures should Chambers want to link from e-newsletters, etc. Your local Chambers Plan Advisor can also give you hard copies.
- **Website audit** – Chambers Plan has looked at best practices in Canada for website marketing of Chambers Plan. This has resulted in 12 criteria for the ideal site. Chambers Plan now then offers a free service to scan and report on your site based on these 12 criteria. When Chambers want an audit, simply let me know at scott.mccammon@johnstongroup.ca
- **Website templates** - under the Marketing Materials tab on the portal, there are templates which embrace the 12 criteria used to rate Boards of Trade/ Chamber sites. It's a great idea to have a dedicated page for Chambers Plan since there are so many offerings to highlight, like Teladoc and the Business Assistance Services. Any videos, banner ads or logos needed for the website are also found in the resource portal.
- **Membership Dues Collection** – if you are not taking advantage of this free service to add membership fees to the monthly Chambers Plan benefits premium, you should look into it! Saves time on administration for the Chamber and dramatically increases membership retention.
- Under the Chamber Staff Resources page, is a **Chambers Plan Guide**. That gives a great overview of the Plan and each person's role in the partnership.

Another best practice is the suggested minimum of 10% of admin fees to be invested back into marketing Chambers Plan. That doesn't have to be cash. It can be in kind value with e-newsletter banners, website promotion, tickets for your Chambers Plan Advisor to attend events, and sponsorships of applicable Chamber events.

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