



We are delighted to announce our **Fall 2020 Membership Campaign** which will kick off on Monday September 28 and run through Friday October 16, 2020.

As we reflect on the last few months and the tumultuous ride that Covid-19 has imposed on us, we also reflect on the stability that our enduring relationships with the Chamber and you, our fellow members and friends, has afforded us. The energy and engagement even across Zoom have buoyed us up to 'Keep Calm and Carry On'.

Our goal in this membership campaign is to extend this sustaining network of relationships to the wider community.

Nothing is more authentic than the story of your own experience of being part of the Chamber. We would like to invite you to help the Membership Committee in our campaign and you can do so in a number of different ways:

- 1) **Referrals:** Think about your personal network: are there companies that you think would benefit from and contribute to the Chamber membership? We will be offering incentives to existing members who bring in new members.
  
- 2) **New Member Outreach Opportunity:** Demonstrate how we as a Chamber community have helped each other during these very challenging times. Maybe your company can provide a specific benefit to newly joined members? For example, if your company's business is website marketing, maybe you could consider offering a free evaluation with specific action items to a new Chamber member recruited during our Fall membership campaign.

If we have sufficient interest from existing Chamber members to offer a promotional service or product offering to new members, we will provide a menu of offerings to new members from which they could choose. This Member to new Member benefit would be offered in addition to Fall Campaign Incentives offered by the chamber.

If you are interested in providing a member to member promotional benefit, please contact Sharon Slavin at [sharons@restonchamber.org](mailto:sharons@restonchamber.org) by Wednesday September 23<sup>rd</sup>.

- 3) **Join the Membership Committee:** Consider joining the Membership Committee and participate in active outreach to prospects for the Fall Membership Campaign and subsequently throughout the year. Our next meeting is Tuesday September 15 and we would love to see you there.

Do not hesitate to reach out to us if you have questions and please do consider joining us at our next meeting.

The Membership Committee

Consider whether you would like to enroll in our member to new member benefit program.