

**Chickasha Chamber of Commerce
2022 Membership Director Business Plan**

Objective: The Chickasha Chamber of Commerce will attract, grow, and retain an engaged membership.

Goals:

1. To increase Chamber membership by 25 new members before December 31, 2022.
2. To obtain an 85% retention rate by December 31, 2022.
3. By May 2022, add one NEW free networking event per quarter.
4. To increase active Ambassadors to 20 by December 31, 2022.
 - a. Implement an Ambassadors Rewards Point System by second quarter 2022.
5. To add new Member Referral Program by second quarter 2022.
 - a. Discount on renewal dues, gift card, complimentary “member to member” emails, free event tickets, etc.

Objective: The Chickasha Chamber of Commerce will build awareness to enhance the visibility of Chamber services and value to its members and the community.

Goals:

1. To highlight every Chamber member on social media by December 31, 2022.
2. To partner with Mollman Media to create a radio segment highlighting upcoming Chamber events and featuring Chamber members by end of first quarter 2022.
3. Create “Eat, Sleep, Play Coupon Booklet” for hotels, fairgrounds, sports complex by December 31, 2022.

Objective: The Chickasha Chamber of Commerce will be a catalyst for economic development by promoting shopping local to foster a vibrant Chickasha business community.

Goals:

1. To enhance shop local initiatives by holding at least three shop local promotions (#shopchickasha, Christmas in July, Buy Chickasha) by December 31, 2022.
2. To sponsor education events for business owners and merchants at least once a quarter starting second quarter 2022.
3. To create member to member incentive program by second quarter 2022.
 - a. Points for attending events, employ as ambassador, etc. - entered into monthly prize drawing
4. Offer a Class Reunion Package to highlight Chamber members by second quarter 2022.

Objective: The Chickasha Chamber of Commerce will play a leadership role in enhancing quality of life by providing and supporting diverse community events and programs.

Goals:

1. To revamp Leadership Chickasha by forming a committee to launch new program in September of 2022.
2. To host Chamber Young Professional quarterly networking happy hour starting Q2 2022.
3. To partner with Chickasha High School Career Day to promote Chamber members to be in attendance by September 2022.
4. To have 50+ participants in Love Where You Live Volunteer Day in 2022.

Objective: The Chickasha Chamber of Commerce will advocate for Chamber Member businesses at the local, state and federal levels to support the Chickasha business environment and the Chamber's mission.

Goals:

1. To plan and host legislative events with all State and Federal Reps by end of 2022.
2. To plan and host State of the City and State of Education by end of third quarter 2022.