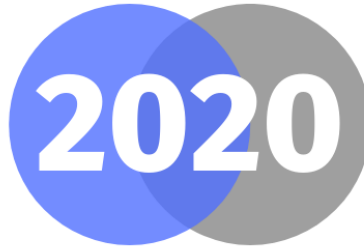


Downtown
VISION



Total Resource Campaign **VOLUNTEER MANUAL** **2019**



TABLE OF CONTENTS

1. Campaign Overview
2. Your Role as a Volunteer
3. Joining the Des Moines Downtown Chamber of Commerce
 - Membership Application
 - Current Members of the Des Moines Downtown Chamber of Commerce
4. Sponsorships
 - Sponsorship Contract
 - Sponsorship Inventory
5. Mutually Beneficial Trades
6. Volunteer Incentives
7. Prospecting
8. For Your Reference
 - Sample Email
 - Chamber Marketing Materials / Event Flyers / Invitations / etc.

This document is protected under the copyright laws of the United States and other countries as an unpublished work. This document contains information that is proprietary and confidential to Des Moines Downtown Chamber of Commerce, YGM Total Resource Campaigns, LLC, or their partners, which shall not be duplicated, used or disclosed in whole or in part for any purpose other than conducting the 2018 Total Resource Campaign. Any other use, in whole or in part, of this information without the express permission of Des Moines Downtown Chamber of Commerce and YGM Total Resource Campaigns, LLC is prohibited.

© 2019 Des Moines Downtown Chamber of Commerce and YGM Total Resource Campaigns, LLC (Unpublished). All rights reserved.

CAMPAIGN OVERVIEW

\$150,000
2019 Goal

Sponsorships: \$140,000

New Members: \$10,000

The purpose of the TRC is to generate revenue for the Des Moines Downtown Chamber of Commerce to carry out its mission of being the area's business-driven organization improving the quality of community life.

TRC MISSION:

To develop the leadership and financial resources of the Des Moines Downtown Chamber of Commerce (Chamber) through a 6-week all-volunteer campaign to secure business sponsors for Chamber's programs, events, and publications while attracting new members to the organization.

How We Reach Our Goals and Achieve Success

20+ volunteers sell Chamber sponsorships

and memberships. Turn in sales by each **Friday**

at **3 p.m.**

Attend Campaign Rally Sessions each **Monday at 4 p.m.** to hear results and collect incentive checks.

Chamber Contact Information

Jennifer Chittenden, *Executive Director*
Sheila Mahan, Vice President of Programs

director@DTchamber.com
VPprograms@DTchamber.com

Phone: 515-297-6333 (call or text)
www.DTchamber.com | 500 Locust St., Des Moines, IA 50309

Mark Your Calendar: The Schedule for Our Campaign

Dates

Locations

Times

Kickoff Celebration

Tuesday, October 8

Downtown Chamber

9 a.m. – 11 a.m.

Weekly Rally Sessions

Monday, October 14

Americana

4 p.m. – 5 p.m.

Monday, October 21

Americana

4 p.m.

Monday, October 28

Americana

4 p.m.

Monday, November 4

Americana

4 p.m.

Monday, November 11

Americana

4 p.m.

Victory Celebration

Thursday, November 14

TBD

4 p.m.

Campaign Trip

TBD

(previous trips included Las Vegas, and New York City)

Be sure to add all of these dates to your calendars now and start planning to attend the victory celebration. Set your goals well, and you'll soon be packing for your trip.



YOUR ROLE AS A VOLUNTEER

WHY TAKE PART

Without volunteers like you, this endeavor would not be possible. You will be the ones who will raise the funds necessary to sustain the programs that will develop businesses, improve the community, and increase Chamber membership.

YOUR VALUE

During the TRC, approximately 20 volunteers will participate representing companies throughout the Downtown Des Moines area. The campaign provides volunteers great opportunities to:

- Increase your personal business development by meeting new contacts and by spending more time with leaders in the business community.
- Develop and improve sales and presentation skills.
- Become more knowledgeable about the work of the Chamber.
- Impact community initiatives.
- Be rewarded (both with public recognition and with cash) for your success while having a good time helping with the campaign.

BENEFITS

The Total Resource Campaign is a great way for volunteers to meet the area's top CEOs and business owners while working with many of the community's best volunteers. The volunteerism on display during this campaign is part of what keeps the Downtown Des Moines area's future bright.

The Chamber is and has always been about bringing businesses together for the benefit of the community, to make the region better for commerce and families. Through this TRC, volunteers will grow professionally, and the Chamber will grow in ways that will enable it to stay vital for years to come.

WE RESPECT YOUR TIME

The Chamber, the TRC leaders, and your company are all aware of the demands on your time, and we are grateful for your willingness to participate in this effort. The length of the campaign also makes it easier on most individuals as the time commitment is short-term. The Chamber staff is committed to assisting you with campaign orientation, training, sales leads and event opportunities.

VOLUNTEER RESPONSIBILITIES

The volunteer teams are the driving force of the TRC. Without the volunteers, the TRC would be unable to succeed. You've been noted as someone who is capable, responsible, and up to the challenge.

Team members will serve as advocates for the Chamber and for our community. You will meet and network with other volunteers from around the region and work together for the betterment of the region.

Some of the specific duties of the team members include:

- Attending orientation and sales training sessions.
- Prospecting and selling the Chamber's memberships and sponsorships.
- Collaborating with other team members to meet the team's goals.
- Attending the campaign kick-off and weekly Rally Sessions.
- Having fun throughout the TRC.

The YGM Total Resource Campaign format is easy and efficient. It has been proven successful, both with volunteers who have sales experience and those who are making their first attempt at selling. The Chamber gives you the resources, tools, and tips to get you ready to be successful in this Campaign and to meet your goals.

You will find that the YGM Online System offers you a real-time snapshot of how the campaign is progressing. You can see what sponsorships and products are still available and which companies have already contributed. You can also track your own personal progress and see what rewards you have qualified for and how your successes have contributed to your team's success.

JOINING THE DOWNTOWN CHAMBER

OUR MISSION

The Des Moines Downtown Chamber of Commerce promotes the success and sustained growth of Downtown Des Moines by proactively providing information and resources, facilitating knowledge-sharing and elevating understanding of economic issues.

WHAT IS THE CHAMBER

The Chamber is one of the most active and influential business organizations in the Downtown Des Moines area. The Chamber is a champion of business in this area.

- The Chamber is a not-for-profit, member-driven organization.
- The Chamber is led by a Board of Directors, composed of distinguished leaders.
- The Chamber has more than 375 businesses as members. The overall breakdown of members by size is:

- 20% NonProfit
- 45% Small (1-25)
- 19% Medium (26-50)
- 5% Large (51-100)
- 6% Corporate (100+)
- 5% Individual (1 person)

- The Chamber itself employs 2 full-time staff members

Industry (Listing Category)	# of Members	
Hospitality/Restaurant/Hotel/Sports/Entertainment	17.6%	66
NonProfit	16.8%	63
Other	12.2%	46
Finance/Banking/Insurance	10.9%	41
Architecture/Engineering/Construction	7.4%	28
Advertising/Marketing	6.9%	26
Real Estate/Housing/Leasing	5.9%	22
Medical/Health Care/Social Assistance	4.8%	18
Technology/Information	4.5%	17
Lawyers/Work in Law	3.7%	14
Retail/Merchandising	3.2%	12
Communications	1.9%	7
Transportation/Warehousing	1.6%	6
Government/Public Administration	1.3%	5

THE CHAMBER'S PRIORITIES

BUSINESS ADVOCACY

The Chamber can serve as your voice on legislation and business issues. Through the Chamber's Advocacy Committee, Chamber representatives make recommendations on public policy, connect with city and business leaders, and actively represent the area's point of view on business. We form a united front to protect the interests of your business and of our community. The Chamber promotes an open flow of communication between our organization and government entities.

MEMBER SERVICE

Whether a business boasts 15,000 employees or is proud of the two employees it has, the Chamber is here to help that business grow and meet its economic goals. Our 375 members range from companies like Wellmark and Principal to sole proprietors just starting out. Whatever your business size, the Chamber can help your business understand community issues and can help resolve any workforce challenges your business might be facing.

RELATIONSHIP BUILDING

The Chamber's events and membership activities provide opportunities for members to network and to increase supplier and client contacts. You are able to meet professionals who share your interests.

BUSINESS EXPOSURE GENERATION

Through the Chamber's products and services, the Chamber helps businesses get the attention they deserve. The Chamber staff replies to hundreds of inquiries regarding our community and various businesses each year as well as markets member firms. From ribbon cuttings to sponsorships of an event, the Chamber provides exceptional local exposure to member businesses.

SELLING MEMBERSHIPS

As a voluntary, not-for-profit organization the Des Moines Downtown Chamber of Commerce is dependent upon the dues and investments it receives from businesses and professional firms or corporations. While most larger and established businesses are already members of the Chamber, there are still many that are not members.

Recruiting new members is always an on-going priority for the Chamber staff, and it is a major focus of this TRC. As such, we have set a separate goal for new memberships. Since every business could benefit from membership in the Chamber, every non-member business is a prospect. Focus on new members.

VERIFYING CURRENT MEMBERSHIP

Before making contact with a prospect, check to make sure the business isn't already a Chamber member. You can consult the Membership Directory in this Manual, the Chamber's website—www.DTchamber.com - or by calling the chamber office at 515-297-6333.

COST OF CHAMBER MEMBERSHIP

Chamber investments are based on each company's stake in the community. For most businesses, the dues are between \$250 and \$1,250. See the membership application in this section of the Manual for more details.

Bringing new members into the Chamber at the fair-share rate helps ensure that all members carry a proportionate share of the load. It also helps you reach your individual and team goals faster.

WHAT DOES IT TAKE?

All that is required is a completed and signed application along with the new member's check or credit card information.

WHAT HAPPENS AFTER A BUSINESS JOINS?

Once a business joins (the completed application and membership fee are received), several steps are taken to welcome your new business and get them involved.

- The business will receive a welcome letter from the Executive Director, to express the Chamber's gratitude for the business's support.
- The business will receive an invitation to a New Member Orientation.
- The business will begin receiving the Chamber newsletter and any additional current information.
- The business will receive a visit from a Chamber Ambassador and will be adopted and onboarded by the Ambassadors.
- The business will be listed in the Business Directory on the Chamber's website.

SPONSORSHIPS

PROGRAMS, EVENTS, PUBLICATIONS, AND MEDIA

Many member businesses find that being identified with the Chamber is a positive opportunity for their business. The Chamber's newsletters, publications, and events are excellent ways for businesses to promote the products and services they provide to the community while also sponsoring the Chamber.

You receive credit for selling the sponsorship opportunities listed in this manual following the receipt of the company's check and/or a signed sponsorship agreement.

WHAT'S AVAILABLE?

There is a detailed list of the programs, events, publications, and media (both print and e-newsletters) that are available for sponsorship in this section of the manual.

You may certainly share the list with a prospect, but it's usually more effective if you approach the prospect with a specific recommendation. Pitch one or two sponsorship opportunities that best fit the prospect's business. The list is extensive. Prospects who are overwhelmed may select the least expensive option by default.

Remember that you will know your contacts best and will serve both your contacts and the Chamber best if you find the sponsorship opportunities that will benefit both. Be certain to check the TRC website before each pitch to make sure that the sponsorship you are pitching is still available.

CHECK THE TRC WEBSITE BEFORE EACH PITCH

The Chamber staff will keep the TRC website updated so that each time you go to make a pitch, you can have the most current information available to you. The campaign information is updated in real time, as the information is made available to the Chamber staff.

THE SALE ISN'T COMPLETE UNTIL...

Always remember that until the company's check and/or signed agreement is in hand, a volunteer cannot get credit for the sponsorship sale.

There may be a short lag time between when a sponsorship is sold and when the sale is processed by the Chamber staff. As such, there is a small chance that the TRC website may still show a sponsorship as being available when it has, in fact, been sold. If a sponsorship is double sold, the time that the contract was received by Chamber staff – whether by email, or hand delivery - will determine which volunteer receives credit for the sale.

If you have questions, please contact Jennifer Chittenden at 515-297-6333.

MUTALLY BENEFICIAL TRADES

DIRECT BUDGET REDUCTION TRADES

The Chamber will trade certain sponsorships for needed products and services. It is important that you do not jeopardize cash sales when proposing trades. However, if a business does not have the cash flow to sponsor an event or publication but does have a product or service that the Chamber could utilize, then a trade may be a mutually beneficial arrangement.

Important: All Trade Proposals must be received by the Chamber by 3 p.m. on Thursday of each week for approval. Any proposals received after this time will be processed the following week.

WHAT QUALIFIES AS A DIRECT BUDGET REDUCTION TRADE?

- Products and services that are included in the Chamber's current year budget.
- Items that are desired but not included due to income constraints. Acceptance is at the discretion of the Executive Director.

HOW ARE THE DIRECT BUDGET REDUCTION TRADES VALUED?

- The value is determined by what the Chamber would have paid to acquire the trade products or services under normal circumstances. This is the amount of Campaign credit given to the volunteer.
- Direct Budget Reduction credit will be given for trades of products and services that are on the Chambers Wish List.

WHEN IS ADVANCE APPROVAL REQUIRED?

Always. All trades must be approved in advance by the Executive Director, as noted above.

WHAT INFORMATION IS REQUIRED FOR APPROVAL?

- The description of the product or service.
- Itemization of what the Chamber is providing in return.
- Name and number of the Contact person who would be providing the service.
- The expiration date of the service – minimum of one year from the date of the contract.
- Any specific restrictions, e.g., blackout periods.
- The dollar value of the product or service (this should reflect any discounts to the Chamber).
- Gift certificates or products that must be delivered with the contract.

VOLUNTEER INCENTIVES

REWARDING YOUR EFFORTS

The Chamber will recognize all producers for their efforts in the Total Resource Campaign.

- The weekly TRC Campaign newsletter will highlight volunteers and campaign successes.
- Cash awards will be presented weekly at the Rally Sessions.
- All producers will be invited to the Victory Celebration at the conclusion of the campaign.
- Top producers who meet the criteria will qualify for a campaign trip.
- The “Thank You” edition of the campaign newsletter will recognize all teams, Team Captains, and all TRC Campaign producers.

CASH SALES INCENTIVES

The incentive schedule was designed to motivate all volunteer producers. In addition to cash incentives, volunteers can qualify for a post-campaign trip. Other prizes will be given at weekly Rally Sessions. Earned incentives will also be presented at the weekly Rally Sessions.

Items that Qualify as Cash Sales * New Memberships * Sponsorships

TRIP IS A CASH INCENTIVE!!!!

The campaign trip details will be announced during the campaign.

CASH SALES INCENTIVES

Pending – To be
determined

- *Two new business memberships must be sold to qualify for the trip.*
- *A completed and signed contract is required for all sponsorships.*
- *Incentives are paid based upon the amount of cash, checks, or signed agreements received.*
- *An IRS 1099 Form will be issued for all awards including the value of the trip.*
- ***Campaign Trip is based on double occupancy. Any winner/recipient will receive guestroom accommodations at the resort based on double occupancy. If a volunteer desires to secure a single occupancy room after winning the trip the, volunteer will either need to reach that Award Level – Trip for guest or pay the trip cost of one guest.*
- *TRIP IS NON-TRANSFERABLE & NON-CASHABLE.*

DIRECT BUDGET REDUCTION TRADE INCENTIVES

Qualifying for Trade Incentives

- All trades must be approved in advance by the Executive Director.
- As detailed in the 'Mutually Beneficial Trades' section of this manual, volunteers may trade sponsorships for direct budget reduction items (i.e., products and services that are included in the Chamber's current year budget).
- Trades for highly valued, big-ticket items, which were not budgeted because funds were not available, also qualify for these incentives.

Pending – To be determined

- *All non-cash items must be physically in the possession of the Chamber in order for the trade incentives to be awarded.*
- *Production from the Cash Sales Incentive Schedule and the Trade Incentives Schedule cannot be combined to qualify for the trip or cash.*
- *An IRS 1099 Form will be issued for all awards including the value of the trip.*

PROSPECTING

It's Not that Difficult

Identifying prospective sponsors/new members is one of the most important parts of your job as a TRC volunteer. To ensure your success, you will want to begin a potential prospect list as soon as you have completed training (you may have already begun that list).

You can verify a prospect's status by referring to the Chamber's Membership List. If there is still a question regarding a company's status, please call the Chamber office for verification.

The best prospects for you are your current business contacts. Consider your company's business associates, clients, and vendors. Speak with a representative from your purchasing department to help you secure a list of these firms.

PROSPECTS ARE PEOPLE YOU ALREADY KNOW... HERE ARE SOME IDEAS

- Accountants
- Advertising agencies
- Architects
- Attorneys
- Auto leasing agents
- Business organizations
- Caterers
- Contractors
- Delivery companies
- Electricians
- Engineers
- Insurance companies
- Janitorial services
- Landscape & maintenance companies
- Office supply stores
- Personnel services & agencies
- Printers
- Security Services
- Temporary services
- Business Relationships
- Your customers
- Your competitors
- Other companies in your office
- Your company's vendor list

Additional sources for prospects

- Billboards
- Building directories
- Business associates
- Magazines
- Media advertisers
- Newspapers
- Signs
- Solicitors
- Trade publications
- Yellow pages

Personal Relationships

Don't forget to use your own personal contact list as a prospect list!

- Friends, relatives, and neighbors: They can give you inside information on the companies they work for as well as names of the decision makers.
- Your 'personal accounts payable' list: Check your ...
 - Doctor
 - Dentist
 - Dry cleaner
 - Vet
 - Lawyer
 - Mechanic
 - Electrician
 - Plumber

Media

Read the Des Moines Register. Whenever you read something about a local company and it mentions a specific individual, call that person. Refer to the article and their company and ask for their help. "Whom could I call to talk to in your company about the Chamber?"

Read the "People in the News" sections of the Register & local business magazines. You'll see business promotions and transfers and such. Call the featured people and congratulate them. You'll have an opening to make a pitch.

Pay attention to companies in the area that are spending money on advertising, especially those advertising on local television and radio stations. Those companies are interested in promoting their product, especially to the local market.

Referrals

Ask everyone for referrals.

- People you have just sold a membership or sponsorship.
- Companies you know are already members.
- Your personal and business relationships.

Ask companies with whom you are doing business if they have any suggestions of other business they know that could benefit from a Chamber membership. For instance: "Your company brochure is terrific. Who did it for you? Would you mind if I called them and used your name?"

Warm Leads

- People you know
- Referrals from people whose names you can use
- People you have read or heard about
- Any inside information about a company

Cold Leads

- Names from the phone book or list
- Billboards



Cardinal Rule

Warm leads are easier than cold leads. But you can turn a cold lead (i.e. a name in a newspaper article or blog post) into a warm lead by having information about the person.

Selling Products and Recruiting Members: A 3-step Process

1. Want To

If you believe in the Chamber and want to do something good for your community, you have accomplished the most important step.

2. Can Do

If you say you can't sell, think again. You sell something every day – yourself. With your work ethic and your drive, you sell yourself to everyone you meet. You can sell anything.

3. Will Do

The easy part comes when you make the sales calls. Like you, the people you meet all have wants, needs, ideas, and fears. They'll appreciate the contact you are making. After all, you are providing them with information they should have. You are serving as an educator.

OVERCOMING THE FEAR OF REJECTIONS

Here are 10 steps to help you overcome any fear of rejection.

By learning these 10 steps, you will be more confident in selling memberships, sponsorships – anything.

1. Ensure that your Chamber knowledge is exceptional.

Learn all that you can about the Chamber. Read all of the Chamber's publications and attend as many Chamber events as possible. Make an effort to keep up to date with Chamber activities.

2. Have a working knowledge of problem solving.

There will always be problems that arise. You'll need to be able to see solutions instead of additional problems. That can-do attitude will propel you forward.

3. Have an attitude of helpfulness.

If your attitude is based on helping others meet their needs and if you back that attitude with the knowledge of how a Chamber membership can meet those needs, you'll meet your goals.

4. Write scripts.

Before making your initial pitches, write scripts of your opening remarks and rehearse them. Keep your scripts with you when you make your first telephone calls.

5. Be prepared for objections.

Write out a few of the objections you anticipate hearing. Prepare two or three responses to each. Answering the objections quickly, easily and reasonably will build your rapport with your prospects. It will also show your knowledge of the Chamber and the community. People buy from people they trust.

6. Visualize the process.

Think through each step of the process, from the initial contact with the prospect to turning in the signed agreement. This will raise your comfort level and increase your success.

7. Visualize yourself responding to objections.

Rehearse the responses you wrote earlier. Practice your answers so that they come to you with ease.

8. Get into the sales mindset.

Role-play your pitch with someone who will respond as a prospect might. This is helpful if done both via phone and in person as you will probably make pitches both on the phone and face to face.

9. Be an expert.

Throughout the TRC, you'll be fielding objections, providing suggestions, and dealing with new ideas. See yourself as the Chamber expert you are going to become.

10. Breathe. Enjoy.

What you are doing as a TRC volunteer is going to make a real difference in the life of the Chamber. It is also going to be a really enjoyable time. Have fun.

OVERCOMING OBJECTIONS

“We don’t do business in the area.”

Do you live here? Do you pay taxes here? Do you use the schools or public services? Regardless of where your customers are, this community and its quality of life are important to you, your employees and to your business. Join the Chamber and advance the community in these and so many other ways.

“We are a new business and not well established in the area.”

That is one of the best reasons to join the Chamber. Members develop new business contacts and are able to take advantage of opportunities to develop business skills. The Chamber is a cost effective way to market a new business.

“I belong to too many organizations.”

At some point, everyone has to make choices based upon priorities. It may be time to give preference to those organizations like the Chamber that are in business to help your business. There is no other organization that represents business, the community and the continued improvement of the state’s quality of life like the Chamber. Even if you aren’t able to be active in all of the Chamber’s events, membership will benefit your business.

“I can’t afford any more contributions.”

A Chamber membership is not a contribution. It is an investment in your business and in your community. The Internal Revenue Service classifies Chamber membership as an ordinary and necessary business expense, and you should, too. Many companies pay their Chamber membership from their marketing budgets.

“I don’t have time for it.”

Membership in the Chamber does not require you to be on a committee or task force, though many members find it beneficial to their business if they are active in the life of the Chamber. Their investment of their time benefits everyone and helps advance the Chamber’s work throughout the region. You may find that participating is easier than you think.

“I did belong but didn’t get anything out of it.”

What did you hope to get out of it? Were you involved in any way? There are many functions designed specifically to advance various types of businesses. Accept this invitation to join, and I will personally see to it that a Chamber staff member will help you get involved in the activities that will best benefit your business.

CONTACTING THE PROSPECTS

1. Be prepared.

As stated before, the more knowledge you have of the Chamber, the better. Before each prospect contact, think of two or three reasons why a Chamber membership would benefit that particular business.

2. Determine who in the company has authority...

... to make the decision to join the Chamber. Spend your time dealing directly with the decision makers and not with administrative assistants, if possible.

3. Send an introductory email.

Introduce yourself to the decision maker. Let this individual know you will be calling soon to discuss a sponsorship/membership opportunity further. (We have included a sample email for your convenience.)

4. Follow up.

In a day or so, give the individual a call and follow-up on your initial information.

5. Make a strong opening statement.

Introduce yourself as a Chamber volunteer and state right away the purpose of your call – to provide the prospect with the opportunity to join something important. Then, extend the invitation to join the Chamber.

6. Highlight specific programs.

Know your prospect well enough to be able to suggest one or two specific Chamber programs that would be especially beneficial to his or her business. If you make the Chamber appealing to the company, the prospect will be more likely to join.

REFERENCE

SAMPLE EMAIL

(You may use and adapt this email to invite your prospects to sponsor/join the Chamber.)

Dear :

My company is currently working with the Des Moines Downtown Chamber of Commerce to support and promote the work the Chamber does. We are inviting other businesses in the area to join us to learn more about the Chamber and why it is important to the Downtown area.

Many other companies are joining us in this endeavor.

We all know that membership in the Chamber is beneficial to business. We want both local businesses and the Chamber to thrive in the coming year.

We look to the Chamber to provide leadership in building a better environment in which to do business. We are all better because of our membership in the Chamber.

I would like the opportunity to discuss with you about how a Chamber membership and sponsorship of Chamber programs could be beneficial to your business and to our community.

Thanks for your time,

Your name
Title, company