

Chamber New Member Onboarding Checklist

New member onboarding is incredibly important because it builds the foundation of the relationship and sets expectations.



Contact with New Member

- ☐ Contact them with how they contacted you (phone, email, etc)

Break up communication into a few emails to get them started

- ☐ Ways to increase your marketing reach with the chamber
- ☐ understanding the chamber calendar, including how to add your own business events or sign-up for the chamber's
- ☐ Learning opportunities with the chamber

Onboarding New Member

- ☐ Mentoring: match each of your new members with a loyal member. Bonus if that person is a good fit for the type of business the new member has. This relationship could also be less formal and the chamb
- ☐ Send Welcome packet.
- ☐ Suggest pertinent training or networking events based on their business.
- ☐ Welcome breakfast.
- ☐ Pass along interesting stats about membership in infographic form, including average number of referrals or training costs saved through membership. This can also be part of your onboarding drip camp
- ☐ Do a social media announcement. Make it interesting. Include more than the business name and "welcome."

☐ Keep an eye out for the new member at the first event. When you see them make a meaningful introduction.

☐ Touch base after two weeks and a month. Find out if their needs are being met. Listen for what they might need but aren't saying.

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