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 campa
- [ ] 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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