



Building a **Legacy** for Cobb

2024 Membership Campaign



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Dear Campaign Volunteers,

For the 2024 Membership Campaign, we have a new theme: ***“Building a Legacy for Cobb”***. Whether it’s the cranes you see in the sky, the work of hundreds of members on committees, our Economic Development efforts recruiting and retaining high-quality jobs, or the next generation of leaders moving up through the ranks of your organizations, all of our involvement here becomes part of Cobb’s legacy. It’s a great way to communicate the power of membership.

But this year there is a “Brave” twist. I think our campaign leaders and volunteers are CHAMPIONS for Cobb, giving time and efforts to make connections and help the Chamber continue our Mission. So each Division is competing as a different decade of the hometown team we know and love. We already know what many members discover on their own: The Cobb Chamber is a special place to grow and build relationships that are both professionally and personally rewarding. So we are teaming up to help make Cobb the home of the most determined trailblazers and innovators where businesses succeed and people prosper.

And when you see those homeruns going over the wall, that’s your brave 2024 Campaign Division Chairs leading us all to the playoffs:



Al Martin



Lisa Crossman



Dan Joy



Kris Delaney



Lisa Sunday

We’ve also ramped up our closed group on Facebook to keep everyone engaged, informed and, most importantly, encouraged. Make it a point to join the group and use it as a tool to motivate your team and push us all toward the goal. Watch for event reminders too. Everyone is welcome to join the group and contribute content! Please contact Emily Walls at ewalls@cobbchamber.org to be added. Don’t forget to use your own Social Media as a great tool this campaign. Let your friends and business contacts know how the Chamber supports your business and post pictures with fellow members and at events—let’s boost everyone’s production! We should all be proud to be pro-business “champions” for Cobb.

We’ve assembled a team to connect you with resources to meet your individual and team goals throughout the campaign. I encourage you to seek out your 2024 Division Chairs for advice, troubleshooting ideas, and support on key sales meetings.

Sincerely,

Chris Britton
2024 Campaign Chair

**“Coming together is
a beginning, staying
together is progress,
and working together is
success.”**

– Henry Ford

Chamber Overview

Use the following information to help with talking points as you speak with prospects and renewals.

Where Ambition Belongs

Becoming a member of the Chamber means that you'll gain access to a host of empowering resources including talent development programs and substantial member savings partnerships, all while forging relationships with economic and community impacts. You'll also enjoy invitations to our calendar of engaging events, from inspiring roundtable discussions to easy-going social functions.

But most importantly, membership means joining the ranks of Cobb County's foremost movers, shakers and innovators. Being a Chamber member means that you'll never have to go it alone. Here, you'll be given a seat at the table, an opportunity to connect with fellow entrepreneurs, gain valuable prospects and opportunities, and benefit from the perspectives of people with relevant, local experience.

Member Benefits

Members enjoy access to a wide array of inspiring events, supportive benefits, and thoughtful resources. Whether it's attending a signature event, applying for an award program, marketing your business through sponsorship opportunities, or gaining professional development, our extensive list of member benefits helps companies make valuable connections with other professionals and local businesses.

In addition, our programs and events offer a diverse set of experiences from discussion in intimate groups to keynote addresses at large-scale events and after-hours networking to classroom-setting seminars. We also help companies save thousands through exclusive cost-savings programs on things like insurance and office supplies.

Many companies find these savings alone pay for their membership.



Advocacy

We believe in creating jobs, promoting business, strengthening Cobb, and you. Through our advocacy efforts, we ensure that our county is a healthy place to do business. Activities at the local, state and federal government affect your business. Our government affairs committee and chamber team work on your behalf regarding issues such as economic development, transportation and infrastructure, taxes, regulations, education, health care and much more.

The Chamber advocacy efforts extend beyond the Georgia legislative session. Throughout the year, the Chamber hosts various events, trips and leads efforts regarding important local government topics and economic development assets.

SelectCobb

Devoted to fostering strong economic development in Cobb County, SelectCobb is the Chamber's strategy that works to attract, recruit and retain high-quality jobs. SelectCobb helps drive opportunity home and keep Georgia the number. It is the mission of the Cobb Economic Development team to strengthen our local economy and drive the creation of jobs and investment.

The teamwork in Cobb provides prospects a full service offering to a variety of location possibilities. Each entity works together and plays a crucial role in not only the recruitment, but also the retention and expansion of Cobb businesses. The Cobb Chamber serves as the single point of contact for economic development initiatives for both new and existing businesses. SelectCobb efforts have an enormous positive ripple impact on the Cobb business community. Just last year, our SelectCobb team brought in more than 2,300 new high-quality jobs and over \$523 Million in new investment for both new business recruitment and existing industry expansions. This brings our total since SelectCobb started 11 years ago to over 45,000 high quality jobs and nearly \$6.2 billion in new investment throughout Cobb.

These results are because of strong partnerships with our economic development partners at the state, Cobb County Government, our cities, utility partners, development authority, CIDs, WorkSource Cobb, Cobb Travel and Tourism, our school systems, universities and SelectCobb investors.



2024 Campaign Overview



Important Dates

Date	Time	Meeting	Location
Mon., February 12	11:30 AM - 1 PM	Marquee Monday Campaign Kick Off	Coca-Cola Roxy
Thurs., February 15	2:30 - 4 PM	Campaign University #1	Cobb Chamber
Wed., February 28	11:30 AM - 1 PM	ENGAGE Luncheon	Cobb Chamber
Thurs., February 29	2:30 - 4 PM	Campaign University #2	Cobb Chamber
Thurs., March 7	8:30 - 10 AM	Campaign University #3	Cobb Chamber
Thurs., March 14	2:30 - 4 PM	Campaign University "Last Chance U"	Cobb Chamber
Tues., March 19	11:30 AM - 1 PM	ENGAGE Luncheon	Cobb Chamber
Wed., March 20	Noon Deadline	Turn-In #1	*Deadline to turn in production*
Mon., March 25	4:30 - 6 PM	Campaign Party #1	Brasfield & Gorrie
Tues., April 16	5:30 - 7:30 PM	Meet the Chamber Reception	Cobb Chamber
Tues., April 23	Noon Deadline	Turn-In #2/Mid-Point	*Deadline to turn in production*
Tues., April 23	11:30 AM - 1 PM	Team Captain Mid-Point Meeting	Cobb Chamber
Tues., April 30	11:30 AM - 1 PM	ENGAGE Luncheon	Cobb Chamber
Fri., May 17	Noon Deadline	Turn-In #3	*Deadline to turn in production*
Thurs., May 23	11:30 AM - 1 PM	ENGAGE Luncheon	Cobb Chamber
Tues., June 18	Noon Deadline	Final Check-In	*Deadline to turn in production*
Thurs., June 20	4:30 - 6:30 PM	Campaign Victory Party	Cobb Chamber
TBD		Big Trip	TBD

NOTE: You can attend one ENGAGE for personal training and an additional one only if your renewal(s) are going to attend. Must rsvp to Savannah Painton at spainton@cobbchamber.org.

Important Events

Campaign University | Why should You Come?

Team Captains are required to attend one campaign university in 2024.

- Learn how campaign works.
- Listen to best practices and testimonials from seasoned volunteers.
- Learn about the Chamber's onboarding and retention plan for members.
- Hear about the changes for the 2024 campaign.

ENGAGE | Why Should You Come?

- Refresh your knowledge of all of the programs and services the Chamber offers to be able to relay to prospects.
- **Invite your eligible renewals** to revisit why they joined (especially if they have not attended one or there is a new decision maker).
- Network with the other members who attend.
- Enjoy a complimentary lunch!

Meet the Chamber Prospect Reception | Why Should You Come?

- Bring **new** membership prospects to hear testimonials that will highlight the value of membership.
- Networking opportunity for prospects to meet key leaders and experience a Chamber event.
- Hear valuable chamber insights from leadership to help solidify and close membership sales.
- Enjoy a beverage and light hors d'oeuvres.



Who Makes it Happen?

Campaign Chair

Selects Campaign Leadership.

Leads Campaign check-ins and Victory Celebration.

Reports to the Chamber Board of Directors.

Sets and achieves Campaign goals.

Recruits corporate teams to join the Campaign.

Supports the Campaign Leadership Committee and all Campaign volunteers.

Works with Chamber staff to conduct trainings.

Division Chairs

Assist Executives and Captains in setting their Campaign goal.

Recruit corporate teams to join the Campaign.

Work with your company's team and other teams in their Division to achieve team goal.

Work with Campaign teams to achieve team goals.

Manage team production by:

- Working with assigned team leaders on a regular basis.
- Actively encouraging executive involvement.
- Attending leadership and team meetings (when needed).
- Participating in Campaign Kick-off, campaign check ins and Victory Celebration.

Team Executives

Sets team goal with Division Chair and Team Captain.

Recruits a Team Captain who will be given full responsibility for meeting the team goal.

Gives Team Captain support and encouragement.

Communicates support to each team member and encourages them to do their very best.

Supports Team Captain and team members by providing internal incentives where appropriate.

Participates in Campaign Kick-off, Campaign check-ins and Victory Celebration with your team.

Team Captains

Understand how campaign works.

Listen to best practices and testimonials from seasoned volunteers.

Learn about the Chamber's onboarding and retention plan for members.

Support team members in sales efforts to ensure team meets goal commitment.

Encourage team members to attend campaign events.

Team Members

Understand how campaign works (Attend Campaign University!)

Listen to best practices and testimonials.

Learn about the Chamber's onboarding and retention plan for members.

Work to recruit membership and advertising to reach team goal.

Chamber Staff

Supports all volunteers in sales efforts through training, materials and events.

Always available to answer all volunteer questions.

Meets our Chamber team goal.

Recruits prizes to reward volunteers for their efforts.

Teams, Goals & Prizes



Team dollar and new member goals are pre-determined by Campaign Leadership in conjunction with the Team Captain and Team Executive.

Everyone who produces will earn a prize based on production. Minimum team goal is \$12,000.

All Team Captains who meet their team goal of \$30,000 or more by the final turn-in may earn "The Big Trip" in July.

- Teams may have one team captain for every \$30,000 of their goal.
- One team captain qualifies for each \$30,000 in production.
- For teams with only one person acting as Team Captain, Team Executive and Sole Producer, if \$16,500 in production is reached, they are eligible to go on the Big Trip as their only prize.
- **If the team captain cannot go on the trip they cannot transfer their spot to someone else.**

NOTE: There are no adjustments to goals or team captains after February 12, 2024.



The Big Trip | July 2024

Join Campaign Leadership and other community volunteers on a four night trip to a to-be-determined tropical location. This a wonderful opportunity to hang out with old and new friends alike – and there is plenty of time to do your own thing, too. The trip includes round-trip airfare, transfers, accommodations, taxes and fees for **two**.



Team Members – Earn your spot by selling \$16,500 in new members, eligible renewals (2022 & 2023), ads and ad renewals by June 18, 2024. If you cannot go on the scheduled dates, you must choose another prize.



Team Captains – Earn your trip spot automatically by meeting your team goal of \$30,000 or more by the final turn-in. You will not choose the Big Trip as your prize for individual production, but you are eligible to choose another prize. If you cannot go on the scheduled dates, you must forfeit the trip. If a team has more than one team captain, one team captain qualifies for each \$30,000 in production.



Individual Producers with over \$16,500 – \$16,500+ in production earns individuals not only the big trip, but also a **“Campaign Achievement Award,”** which will be given at Annual Dinner. \$25,000+ in production means you can choose a prize off the board in addition to the Big Trip.



Sole Producer Team - For teams with only one person acting as Team Captain, Team Executive and Sole Producer, if \$16,500 in production is reached, they are eligible to go on the Big Trip as their only prize.



Top Producer – The top producer of the overall campaign will receive an upgraded Big Trip room!

At the Victory Celebration, volunteers receive individual prizes for production. These prizes range from trips and tickets for sporting events to electronics and gift certificates to various restaurants and stores.



You can still win your spot on the Big Trip without producing \$16,500!

Big Trip Individual Drawing – Anyone who sells **at least three new members** will have their name put in the Big Trip drawing, which will be awarded at the Victory Party. Each new member after three will allow your name to go in the drawing an additional time. Your name may go in the drawing as many times as you earn.

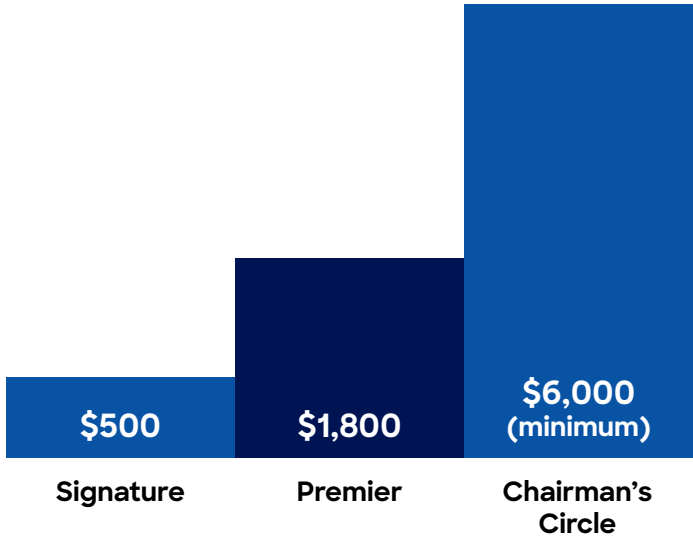
Big Trip Team Drawing – Teams with a goal of at least \$12,000, but less than \$30,000 who meet their goal are also placed in a separate drawing. It is up to the winning team to determine the individual member that gets to go on the trip.

NOTE: Due to IRS regulations, all Big Trip attendees must receive a 1099 Form.



New Membership Sales

The Cobb Chamber offers three membership levels for for-profit businesses, as well as separate rates for non-profits and sole proprietors.



Non-Profit (501c3 only) Signature \$300

Non-Profit (501c3 only) Premier \$900

Non-Profit (501c3 only) Chairman's Circle . . . \$3,000

Sole Proprietor Special Rate \$300
(must be a one-two person business)

Breakdown of membership level benefits and other supporting resources available at cobbchamber.org/membership-campaign.

WHY JOIN?

Becoming a member of the Cobb Chamber means you'll gain access to a host of empowering resources and opportunities. Through our wealth of programs and partnerships, we drive economic growth, cultivate leaders, and ensure Cobb's business community remains strong. Join today to take advantage of these key benefits.

NETWORKING

People do business with people they know. Enjoy member pricing to over 350 events each year and start forging lasting connections with the county's most determined trailblazers.

LEADERSHIP

Members strengthen their teams through access to professional development programs like CEO Roundtable, Cobb Executive Women, Cobb Young Professionals, Leadership Cobb, and more.

VISIBILITY

Stand out and market your business through complimentary ribbon cuttings, online directory listing, advertising, sponsorships, member blog, social media, and more.

DRIVE GROWTH

Our Economic Development team is working hard for you by attracting, recruiting, and retaining high quality jobs, and bringing more businesses, clients, and prosperity to Cobb.

A VOICE FOR YOU

Through our advocacy and initiatives, we ensure that our county is a healthy place to do business. Be a part of our advocacy efforts and learn about legislation that impacts your business.

BUILD COMMUNITY

Creating a strong local economy increases the quality of life. Be a part of our mission to bring the community and its leaders together as we support small business growth and champion prosperity in Cobb.

DISCOUNTS

Increase your purchasing power through our Member Advantage Programs and members-only offers on office supplies, insurance, business services, and more.

CREDIBILITY

Being a Cobb Chamber member raises your reputation within your business community. Customers value businesses that are ambitious and engaged in moving Cobb forward.

For more information about membership, contact our Membership Development team.

1000 Cooke Pl. Ste. 1000 Atlanta, GA 30328 770-960-2000 info@cobbchamber.org cobbchamber.org

CHAIRMAN'S CIRCLE

Chairman's Circle, our most exclusive membership level, offers our Chamber's most committed and engaged members even more opportunities to develop, connect, and help start Cobb's future. They are the key supporters and leaders in economic development and strategic initiatives. Since its inception in 1993, Chairman's Circle has grown into one of Georgia's most influential CEO-level, business networking organizations. Members represent a wide array of industries and experience from financial institutions to retailers, and from local players to global corporations. The annual investment fuels the Chamber's mission to strengthen the economy, help your organization flourish and keep Cobb a remarkable place to work and live.

Investment Benefits

Enjoy all the benefits of Signature and Premier Membership, plus:

Exceptional Connections

- Complimentary admission to all Marquee Monday events and VIP receptions.
- Complimentary admission to all Area Council meetings.
- Invitations to special VIP events throughout the year.
- Complimentary quarterly events with key business leaders.
- Invitation to attend Board of Directors meetings.

Market Your Business

- Unlimited business locations listed in the online Business Directory.
- Upgraded online Business Directory listing, including logo and business description.
- Inclusion in Chairman's Circle exclusive online directory.

Exclusive Offers

- One complimentary premium website category ad for one year.
- Complimentary Cobb Executive Women dues for first year, upon acceptance.
- Complimentary enrollment in Drugs Don't Work for first year.
- Exclusive legislative lunches and receptions.
- Discount on CEO Roundtable.
- Economic development updates from Cobb Chamber leadership.
- Special discounts and offers from other Chairman's Circle members.
- Dedicated staff liaison.
- Personalized name badge.

For more information about membership, contact our Chairmen's Circle Development team.

1000 Cooke Pl. Ste. 1000 Atlanta, GA 30328 770-960-2000 info@cobbchamber.org cobbchamber.org

	Signature	Premier	Chairman's Circle
Dues Investment*	\$500	\$1,800	\$6,000
Value	\$4,750	\$10,025	\$20,480**
Access to marketing opportunities: Advertising, Award Programs, Community Calendar, Blog, Coupons and more	+	+	+
Access to exclusive Member Advantage Programs to save money on office supplies, utilities, comp insurance, health insurance, HR/Payroll services, 401k, and travel	+	+	+
Access to hundreds of Chamber programs and events, such as Marquee Monday, Area Councils, and more with exclusive member pricing for all employees	+	+	Complimentary*
Complimentary admission to Cobb Connections, Mastermind Book Club, & Business After Hours	+	+	+
Complimentary Admission to an Area Council upon joining	1	1	Unlimited*
Listing in the Chamber's Online Business Directory	+	+	+
Complimentary Ribbon Cutting Ceremony for new businesses, grand openings, and milestones	+	+	+
Listing in the Chamber's Online New Member Directory for 30 days	+	+	+
Chamber member window decal & digital Proud Member logo to enhance business credibility	+	+	+
Opportunity to sponsor programs and events for targeted exposure	+	+	+
Invitation to ENGAGE New Member Luncheon	+	+	+
Access to professional development, leadership programs, and committee participation to enhance personal & professional growth	+	+	+
Discount for Chamber room rentals	+	+	+
Networking with the Cobb Chamber Leadership (for businesses with 10+ employees)	+	+	+
Certificate of Origin Certification	Discounted	Discounted	Complimentary
Economic development updates from Cobb Chamber leadership	+	+	+
Advocacy on your behalf at the local, state, & federal levels on pro-business legislation	+	+	+
Dedicated staff liaison providing ongoing level service	+	+	+
Complimentary website category ad in Cobb Chamber website	6 months	12 months	Unlimited
Unlimited Online Business Directory listing (Business Profile and membership level costs)	+	+	+
Additional Business Category Listing in Online Directory	5	Unlimited	Unlimited
Multiple Locations covered by membership and listed in Online Directory	5	Unlimited	Unlimited
Discount on Drugs Don't Work Program token	\$50 off 1st yr.	Complimentary	Complimentary
Discount on CEO Roundtable luncheon	\$75 off 1st yr.	\$100 off 1st yr.	\$100 off 1st yr.
Complimentary Exclusive Events With Key Business Leaders	3	+	+
Complimentary Admission to Marquee Monday with premier seating & VIP pre-reception	+	+	+
Invitation to attend Board of Directors meetings	+	+	+
Access & Invitation to Online Chairman's Circle directory	+	+	+
Login on Online Business Directory	+	+	+
Complimentary for New Cobb Chamber Women dues, upon acceptance	+	+	+
Personalized Chairman's Circle name badge	+	+	+

*These rates are for the Chamber to assist in the development of a business plan and are not intended to be a profit. For more information about membership, contact the Membership Development Department.

1000 Cooke Pl. Ste. 1000 Atlanta, GA 30328 770-960-2000 info@cobbchamber.org cobbchamber.org

NOTE: It is crucial that you quote accurate fees. Refer to the membership dues information for proper quotes. No memberships under \$500 will be accepted (unless Non-Profit or Sole Proprietors).

Completing the Application

- Make sure new members fill out the application completely.
- Obtain a check payable to the Cobb Chamber or credit card information. We accept VISA, MasterCard, American Express and Discover. If necessary, have the new member mail the check and application directly to the Chamber or complete the **online application**.
- Help members determine the proper category where the business should be listed – refer to category listings on cobbchamber.org. Remember, Premier and Chairman's Circle members receive multiple category listings.
- **Be sure to put YOUR name and company on the "Who helped you join?" line.**
- If a member is joining online, be sure and ask them to indicate your name.

After a Membership is Sold

- Chamber staff works to get your member involved. The member is provided with a 30/60/90 day action plan as a guide.
- A letter of welcome from the President and CEO, Sharon Mason, is sent to express our appreciation along with their membership decal, member ID and password, and cost savings information.
- A welcome email is sent with the Member ID and password for the Members Only website section.
- Each new member is invited to the next ENGAGE Orientation Luncheon: a private event for new members. At this event, they will meet other members, learn more about their benefits, and hear about ways to get involved.
- The new member is placed on the Chamber email distribution lists.
- The new member will be added to the Membership Directory on our website, cobbchamber.org.
- A Chamber Ambassador will call the new member to help them take advantage of benefits.



Prospects

- **Please notify the Chamber campaign staff if working on a prospect for membership or advertising.** Notes are kept in a database and if another volunteer inquires about the company, they will be told another volunteer is already speaking with them.
- As not all volunteers share information with the Chamber, Chamber staff cannot always protect the prospect from being pursued by multiple volunteers. We respectfully ask that if a volunteer knows someone else is already speaking to the prospect, that prospect does not get pursued by multiple volunteers.
- **If a volunteer walks in the check, or the membership application comes in with a volunteer's name on it, they are the ones who will receive the credit.**

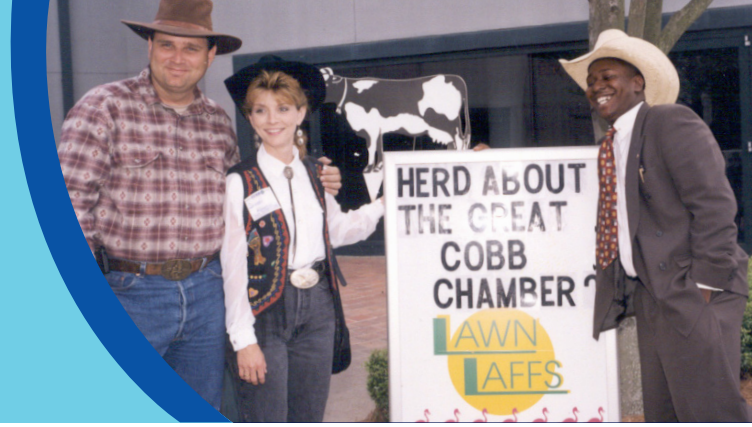
NOTE: If 60+ days go by and you have not spoken to the prospect again, we cannot prevent someone from contacting them. Please continue to update Chamber staff on progress.

Prospecting Tips

- Any business or professional firm is eligible for membership; the Cobb Chamber has members throughout Cobb and other counties.
- Think about clients, vendors, neighbors, etc. who may benefit from membership.
- **There are more than 46,000 businesses in Cobb County – the Chamber only has 2,600+ members.**
- Before beginning, check to see if your prospect is already a Chamber member by using the cobbchamber.org Business Directory, or by calling the Member Development Department at 770-980-2000.
- When you first start talking to a prospect, please ask if they have already spoken to someone about membership. Conflicts will be handled on a case-by-case basis.
- Former Chamber members must have been dropped for at least six months to be sold as new members again.
- The Cobb Chamber has sales representatives on staff. When you are signing up a new member, **YOU make the sale. Please don't ask the prospect to call the Chamber main number to get the sales pitch.** If you need assistance from Chamber Campaign staff for specific questions, reference our directory on page two.

Please visit cobbchamber.org/membership-campaign for more sales resources and tips.

Credit Guidelines



New Members

- No promised memberships will be credited, only payments in hand.
- All membership sales count year-round toward Campaign production. Any membership sold by June 18, 2024, will count toward your team's 2024 production.
- Any membership sold after June 18 will be credited toward 2025 production.

NOTE: Only full payment of Signature memberships will count. Quarterly or semi-annual Signature membership payments are not permitted.

All changes to team member credit awarded by the Team Captain to team members MUST be made in writing by 2 p.m. on Friday, June 14. No exceptions.

Renewals

- **Only 2022 and 2023 renewals are eligible. Advertising renewals do not expire.**
- If an individual leaves their team, ownership of their renewals remains with the team.
- If a company forms a new team, then all eligible renewals purchased by this specific company will go with the company's new team (If the team is formed prior to the February kick-off).
- No discounting of dues is accepted. If amount turned in is lower than the invoiced base renewal amount, you will not receive credit.
- Invoices are mailed one month prior to anniversary date. All membership renewals due April, May, June and July will be mailed an invoice in early March. All ad renewals will be mailed an invoice in March.



Print Ad Sales & Web Partnerships



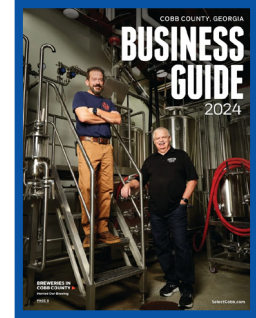
Print Ads

The Cobb Chamber has two print ad sales opportunities–Business Guide and Insight Visitors Guide.

The Business Guide is a full color publication used for recruitment of business and general economic development prospects. Each year 7,000 copies are distributed.

The Insight Visitors Guide is a full color publication provided to newcomers to Cobb via the Chamber, real estate professionals and schools. Each year 5,000 copies are distributed.

NOTE: Copies are posted on the Cobb Chamber's website, which has 41,000+ views monthly, and is emailed to members (13,000+ distribution).



Selling Ads

- Ads may be sold to Cobb Chamber members only! Please check the Business Directory on cobbchamber.org or with the Membership Department if you are unsure of a company's membership status.
- A completed and signed contract and full payment are required to receive credit for ads.
- If the ad is under a different name from the purchaser, please note it on the contract. For example: Cousins Properties might purchase an ad for The Avenue East Cobb.
- Please check with the Chamber campaign staff about availability before selling ads.

Information for Ad Purchasers

The Chamber can now create artwork for an additional fee.

You must inform the ad purchaser of the following:

- Artwork is due on or before the August deadline for the Business Guide and Insight Guide.
- If artwork is not of suitable quality, a fee may be charged to improve it enough for use.
- Publisher will only accept artwork in camera-ready, digital formats. See ad contract sheet for more details.

Website Sponsorships

- Website sponsorships have a separate contract! Please make sure you use the correct one.
- Sponsorships are available in multiple locations on the Chamber website. See contract for location choices.
- Payment is due in full with the signed contract.
- Website sponsorships are valid for one year.
- Please check with the Chamber campaign staff about availability before selling ads.



Overcoming Objections

“Our budget is tight... We can’t afford it.”

- Not only does the Chamber have many valuable resources to help your business grow, but it also continuously works to attract and retain businesses in Cobb. Every membership fuels the Chamber’s efforts to bring in more jobs and strengthen our economy, especially during this time of recovery.
- You can’t afford not to join. You need to market your business to increase your sales and the Chamber is one of the most affordable ways to do that.
- Utilizing the Chamber’s Member Advantage Programs can essentially pay for your membership. Many companies find that the discounts they receive on office supplies and insurance often covers their membership investment.

“Send me some information.”

- Briefly summarize benefits over the phone.
- Offer to bring materials available by and spend 15 minutes talking about the information.

“We’re not interested.”

- Can we briefly discuss all of the benefits so you can make a more informed decision?
- Would you like to just join me at our upcoming Meet the Chamber Breakfast and see if anything resonates with you?
- Did you know once you join your whole company is a member? The chamber offers ways for individuals at every level of your organization to get involved and build valuable relationships.

“We’re a branch office.”

- The Chamber works to strengthen this market, and the stronger the market is, the better your branch.
- Although your head office may be located elsewhere, your branch is affected by local regulations and taxes, you draw your workforce from the local population, and you share interests with locally-owned businesses.
- Taking advantage of networking and marketing opportunities will only increase your branch’s sales.

“I don’t have time to participate.”

- Many benefits require no investment of time. Some examples include economic development, pro-business advocacy efforts working on your behalf, marketing benefits, cost-saving programs, and having a listing on our online business directory for members.
- Spend a few minutes a month reviewing the newsletter, and get involved when you have the time.
- We have gatherings at all times of the day and evening. If one of these opportunities could help your business, could you find the time?
- Once your company joins, everyone at your organization becomes a member and can participate. If you don’t have the time, could you engage someone else on your team?

“I was a member before and I didn’t get anything out of it.”

- The Chamber is a dynamic organization. It constantly changes to respond to the needs of the business community. Although our mission remains the same, our programs are different from just a few years ago
- Imagine if there was not an organization to advocate for businesses to elected officials, or actively recruiting new companies to move into this market.
- Ask questions about their involvement; i.e. “What were your goals when you joined the Chamber in the past?,” “Did you get involved at all?,” “Did you attend any events?,” and most importantly, “Did you or your staff members attend functions which present good opportunities for your business?”

“We’re members of other chambers.”

- The Cobb Chamber is one of the largest county-based chambers in the state.
- The Cobb Chamber is one of the key economic development agencies for Cobb County.
- The Cobb Chamber lobbies at the county, state and national levels, which benefits your business.

“We don’t do business here.”

- Do you pay taxes here? Do you live here? Do you use the schools and public services? Do you hire employees who were educated in Cobb County or Marietta City schools or one of our colleges?
- If the answer to any one of these questions is “yes,” then you are a part of this community, and you have a stake in our quality of life, for yourself and your employees.

“It’s just for big business.”

- In fact, more than 80 percent of our members have less than 50 employees.
- Many of our programs focus specifically on small business.
- Each year the Chamber names the Top 30 Small Businesses of Cobb County and the Small Business of the Year.

“We’re a new business... not established yet.”

- That’s exactly why you need the Chamber – to “get the word out” about your business and make new contacts.
- We offer great exposure with our new business ribbon cuttings.
- If you are a first-time business owner, the Chamber can help you develop the new skills you’ll need to run your own business, and you can get advice from other business owners through one of our targeted programs.





2024 Membership Campaign