



# Measuring Your Return On Investment

Check Your Progress

## In 30 days commit to:

- Go to the Chamber's website [www.mobilechamber.com](http://www.mobilechamber.com) and familiarize yourself with the Calendar of Events, Member Directory, the chamber's departments & benefits
- Check your 'member login' and view your company's information. Add keywords and business description.
- Add the Chamber logo (Chamber Membership Badge) to your website.
- Display the Chamber decal in your window.
- Attend a networking event. Details for the next three months are posted on Chamber's event calendar.
- Like the Chamber's Facebook page and share the post that mentions you joined the Chamber.
- Take advantage of member discounts available at:  
[mobilechamber.com/member-discounts](http://mobilechamber.com/member-discounts)

## In 60 days commit to:

- Make sure you have business cards for networking events.
- Attend the next Membership 101 to learn how to maximize your membership.
- Submit your business news & events to the e-newsletter, *Business View Weekly*:  
[mobilechamber.com/calendar/submit-news-events](http://mobilechamber.com/calendar/submit-news-events)
- Request your complimentary logo ad in the *Business View Weekly*. Call Ashley Horn, 431-8623.
- Read the Chamber's monthly magazine, the *Business View*, for the latest in Mobile's business-related news, and be sure to check the Calendar of Events for upcoming Chamber activities.
- Attend Business After Hours. Find location details on the Chamber's event calendar.

## In 90 days commit to:

- Review the online Member Directory. With whom can you potentially do business?
- Attend the next networking event. Details for next three months posted on Chamber's event calendar.
- Look at the variety of ways to get involved to see where you have an interest in a committee, task force or activity: [www.mobilechamber.com/committees](http://www.mobilechamber.com/committees)

## In 120 days commit to:

- Review advertising opportunities with the Chamber for brand and name exposure.
- Identify an event you'd like to sponsor for additional exposure.
- Review the calendar in the *Business View Weekly* for upcoming member events that may be a good referral source and commit to attend. Watch for announcements of grand openings and ribbon cuttings.

## In 180 days commit to:

- Review your membership ROI. Are we helping you meet the goals you set for joining? Call the Membership Department to let us know how we are doing:

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**Dawn Rencher**, Director of Membership 251-431-8649

**Jackie Hecker**, Sr. Account Executive 251-431-8642