

Ready, Set, Go Refer & Recruit!

Ask yourself “Which non-member clients, suppliers or friends of mine are either based in Greater Bethesda or do business with Bethesda area companies and/or families?” These companies benefit from the work the Greater Bethesda Chamber performs, so let’s invite them to sign their companies up as a member of our outstanding business organization!

Let’s get started!! ...

1. Fill in a [Personal Prospecting List](#) and identify which of the companies on your list are not members of the Greater Bethesda Chamber. View our online [Membership Directory](#).

2. Think about each phrase in the following Greater Bethesda Chamber Mission Statement and how each relates to what you or your business has gained from being a member. What can you share with your prospective members?

“Build an environment that encourages business to grow and prosper within the thriving Greater Bethesda region.”

- Their membership investment allows us to continue to help businesses of all sizes stay in business, grow and connect. No other organization in Greater Bethesda is responsible for performing this very important work.
- Their membership investment allows their employees to take advantage of the effective networking, marketing, involvement and business exposure opportunities we provide to help them grow their business.
- Their membership investment enables us to continue our work within the legislative arena, promoting a pro-business environment in our community.

3. Review and share the wealth of information on the [Membership](#) webpage:

- Survey Results: Consumers are 63% More Likely to Buy from Chamber Members
- Connections – Be Known
- Visibility – Be Seen
- Voice – Be Heard
- Resources – Be Supported
- Access – Be Involved
- Proven – Be Confident

4. Businesses join the chamber for different reasons:

- *Some businesses join to take advantage of the resources and tools we provide to help them grow their business.* These include all of our networking, advertising, involvement and business exposure opportunities. They want to meet others and be seen. Focus on selling them these benefits. The [Members in the News](#) and [Member Calendar](#) are very popular with these companies as well, so be sure to tell them about this no-cost exposure!
- *All Greater Bethesda employers benefit from the results of our effective economic and community development work and our governmental affairs work.* These companies may have a small staff & limited resources, or a national company, or a

company that does not do business locally. They may not have time or believe they need to meet others in the community and be seen at events. BUT, they chose to operate their businesses here in Greater Bethesda, so they are a part of our business community and we believe they should support the critical work we do on their behalf by becoming members. We encourage you to share the following link with them:
[Community & Advocacy](#)

5. Invite your potential new member to a chamber event to “check us out” – they can attend up to 3 events. They too will see that we are an important organization to belong to and support if they do business in our community. Bring a non-member friend to a Greater Bethesda Chamber event and receive recognition at the event, make new contacts, promote your business and learn more about the Chamber and our programs. View the [Calendar of Events](#) here.

6. Ask your prospects to fill out the [online membership application](#). Or they may print, fill out and mail the [printable membership application](#) to the chamber with their payment. Annual dues are based on the number of full-time employees; they can [view the full breakdown](#) to determine how much membership will cost. Chamber staff are available to pick up applications and checks as well.

Membership in The Greater Bethesda Chamber is an investment in a business, and therefore members may deduct 95% of their membership investment as an ordinary and necessary business expense for federal income tax purposes.

7. If your prospect has questions before joining, ask them if they are okay with you providing their contact information to the Chamber staff to contact them. Then, fill out and submit the fillable [Member Referral Form](#).

We hope these tips will help you to be successful in growing our and we thank you for your dedication! If you have any questions please contact Monica Scisorek at the Chamber: 301-652-4900 or mscisorek@greaterbethesdachamber.org.