



Sherwood Area Chamber of Commerce Membership

Quantified Value

Automatic Return on Investment (ROI):

Value	Benefit	Method of Calculation
\$ 120	Referrals	2,000 referrals per year/300 members = 6 referrals per member x 50% closing = 3 sales per year x average sale of \$40 = \$120
\$ 40	Visitors Center	5000 visitors/year x 1% who see your materials = 50 exposures x 2% closing = 1 sale x average sale of \$40 = \$40
\$ 40	Buy from a Member:	1 referral or sale/yr x \$40 avg sale = \$40
\$ 80	Networking	2 events/year x 2 contacts/event = 4 contacts per year x 50% closing= 2 new customers x \$40 avg sale = \$80
\$ 24	Chamber Media Connections	1 media mention/year resulting in 2 lines of copy each yr x \$12/line (classified ad rate) = \$24
\$ 96	Internet: Including E-Blast Newsletter and Newsfeed	2 exposures/month x 12 mos = 24 exposures/yr x 10% conversion rate = \$2.4 sales/yr x \$40 avg sale = \$96
\$ 40	Membership Directory	1 referral or sale/yr x \$40 avg sale
\$ 50	Website: www.sherwoodchamber.org	50% of the investment necessary for a full Internet Impact Special = \$50
\$ 490	Total Return on Investment Per Year	

PRICELESS:

	Chamber Credibility	Customers put a lot of trust in the Chamber plaque...and businesses that display it.
	Community Affairs:	Business and educational partnerships, workforce development programs, executive and student leadership programs and more help to make Sherwood a better city and a better marketplace
	Government Affairs:	The Chamber represents Pro-Business interests in local, regional, and national public policy.

WITH MINIMAL PARTICIPATION:

	Chamber Media	Effective and cost efficient advertising to save you money
	Seminars:	Monthly seminars help businesses stay on top of local issues and maximize their profit making potential
	Events:	Network, expand your business horizons and learn about people and processes vital to your company at Chamber mixers, luncheons and events.
	Volunteer:	Gain referrals and guru partnerships (people in other industries that share the same target market as you) by volunteering for Chamber committees such as Community Affairs, Marketing, Chamber Greeters, Membership, and Event Planning Committees.