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MEMBER ENGAGEMENT RESOURCE GUIDE



FROM INTROVERTS TO EXTROVERTS
How to keep all members engaged



THE MEMBER INFORMATION CENTER
A powerful, members-only benefit



RECRUITING & KEEPING VOLUNTEERS
A practical guide for Chambers



INTROVERTS



EXTROVERTS

Keeping All of Your Members Engaged



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Most membership groups have a variety of personalities within the group. On average, about 30 percent of members in a professional organization are introverts, 40 percent are strong extroverts (sometimes spelled “extraverts”), and the remaining 30 percent fall somewhere in between the two. Providing an atmosphere that welcomes all personality types is not only critical for growth, but also helpful in increasing member engagement among all members.

When it comes to introverts, it’s important to understand that while many of them have the professionalism to converse in large group settings, they are often uncomfortable beneath their professional exterior. They frequently appear to be less engaged than their extroverted counterparts; however, it is likely that their interest and engagement are simply more subtle.

As Jill D. Burruss and Lisa Kaenzig wrote in an article titled *Introversion: the Often Forgotten Factor Impacting the Gifted*, “There is nothing wrong with being an introvert. It does not need to be cured. It simply needs to be understood and accepted.”



While extroverts are known for being social and engaged in group settings, some may be shy in certain situations and environments. As Indie rocker Alex Kapranos once stated, “Just because you can leap off a drum kit doing a scissors kick while hitting a chord, people expect you to be an extrovert socially. But I’m not always comfortable with the idea of small talk at a party.”

All members of your organization, regardless of their degree of outgoingness, will appreciate an atmosphere that allows them to harness their skills within your Chamber network and nurture their desire for rewarding social interactions. Building a comfortable culture takes an understanding, openness to adjusting, and a willingness to offer a variety of offerings in order to appeal to the different member types.

Determining What Members Value

Different members of your group will value different things. While you can’t please everyone, it’s important to understand their preferences. If you don’t already, survey your membership to determine what they value in your organization. Ask specific questions about their preferences in regard to your programs, opportunities for involvement, what they would like to see handled



differently, how they prefer to be involved, etc. Also, be sure to ask about their preferred method of communication.

At the end of the survey, invite them to think about the people in their life who might enjoy your group's next meeting. After all, introverts often have close colleagues, and getting involved is much more comfortable when they have a friend they already know by their side; if your extroverts are engaged, they are likely to evangelize and help build your membership with this gentle reminder.

Adjusting What You Offer

Review your survey results and see what modifications your organization needs to make to better meet the needs of all members. As you find ways to address their suggestions, be sure to communicate that you have heard their feedback and are making positive changes as a result.

If you have small groups or committees or task forces, consider how you define "small." To some, a small group is ten to twelve people, but for introverts, it can mean two to three people. Offer a variety of formats and opportunities for involvement.

One surefire way to pull in some of your less-involved introverts is to reach out to them with a personal ask. Use the technology that they have indicated they prefer for communicating and avoid putting them on the spot in person. Consider their areas of expertise and then determine what will be a comfortable fit for them. While introverts might not be gung-ho on joining a committee, they might be very willing to provide some more individualized guidance by serving as a consultant or mentor within their area of expertise.

As you identify projects or initiatives that need attention, present your introverted members with an opportunity to share their insights in a low-pressure format. If you do ask them, create small groups – truly small with two to three people – and give them specific topics to address or tasks to complete. By giving a small group a curriculum, they will be able to share their insights without being on the spot to "come up with a plan to present." If those involved are interested in more in-depth group work, it will surface naturally. As the small group works together on an initiative, they will likely begin to develop a comfort level that will help increase engagement among all of them.



Facilitating Interactivity

True extroverts are simply seeking ways to connect with other people. Besides just encouraging each member to keep an up-to-date profile on your website in order to share about themselves, it's critical your Chamber allows extroverts to connect in a variety of ways.

At your networking events, be sure to offer a blend of free-for-all visiting along with intentional mingling activities with a purpose. Structure can go a long way to allow extroverts and introverts opportunities to meet several people comfortably when you describe the parameters up front. All personality types will appreciate understanding their expectations.

Try hosting a speed networking event at which members form two lines, face each other, and visit for pre-determined time periods (2 minutes) before everyone switches. This type of event takes the pressure of never-ending small talk out of the equation and provides an atmosphere that not only allows – but even encourages – making multiple connections in an atmosphere that doesn't diminish the value of true networking. Extroverts are less likely to be bored and introverts are more likely to participate when they know the time parameters. Plus, this format provides a foundation for actual discussion instead of endless small talk.

Encouraging Mentorships

It's important to consider the experiences of new members and how the engagement process works for them. When new members join your organization, consider having a mentorship program in place to ensure that all new members, introverts and extroverts alike, have someone to show them the ropes. While many will accompany the mentee for the first meeting or program, introverts will likely appreciate having that mentor by their side for the first several months.

Ask some of your outgoing members with gentle personalities to help welcome a few new members throughout the year. Extroverts thrive off new activities and people. Keep mixing up who they connect with, they feel more engaged as their connections grow. A mentor/mentee relationship is also comfortable for many introverts because it is a personal interaction versus large group.

Keeping All of Your Members Engaged

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Prior to a new member's first meeting, give their contact information to the mentor and ask them to reach out to the new member before the gathering, either through an invitation to coffee ahead of time or even a simple phone conversation to say welcome. The mentor should let the new person know that they will watch for them at the entrance at the first gathering and show them the ropes. All new members, regardless of personality type, will appreciate the follow through, but it will especially make an impact on the introverts or more shy extroverts. After that first meeting, have the mentor reach out to the new member again and ask how it went, then offer to sit with them for the next few meetings and to introduce them to others in the group.

Providing Opportunities to Be Featured

Your members have joined your Chamber for a reason – to expand their professional network and build connections. Consider providing a variety of options for featuring members, allowing them to share professional and personal information. Some Chambers highlight a new member on their website each week, complete with a link to the featured member's LinkedIn page, website, and contact information. Many Chambers also hold a round robin at the beginning of the meeting, asking each member to move into a large circle, then take turns spending 30 seconds introducing themselves, their company and the rest of their elevator speech.

One way to make the idea of being featured more appealing to introverted members is to welcome members to simply feature their business. They are often more comfortable highlighting their company versus themselves as a person. An easy way to make this available is to offer website advertising at a reasonable rate or e-newsletter advertising, and to hold drawings for free ads on occasion.

Whichever ways you choose for featuring your members, be sure to communicate the expectations and parameters on the front end.

Connecting Inside and Out

Your extroverted members will appreciate when you offer multiple opportunities to connect throughout the month. Your regularly scheduled meetings are important, but they are not the only way for members to network.



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Establish activities outside of your regular meetings in which members can participate. For instance, when you notice a group of members talking about attending an upcoming concert in the park, approach them and ask if they would like to extend an invitation to the rest of the membership.

From happy hours and concerts, to museum visits and service projects, you don't have to personally participate or host each of these events for members – simply facilitate the deepening of the connections they have established through their Chamber connections. By offering these types of activities outside of the scheduled meetings, your introverted members will appreciate knowing that these opportunities are optional, letting them off the hook of what is expected.

Reaching Them Where it Counts

You don't necessarily need different messages and events for every personality type within your organization, but it is critical that your members feel comfortable getting involved on their own terms. By embracing your introverts, extroverts, and every member in between, and by providing them comfortable opportunities to contribute, you will certainly see an engaged and growing group.

About ChamberMaster

ChamberMaster Member Management Software is powerful, easy-to-use, and designed to manage all of the day-to-day operations of member-based organizations. Thousands of people trust ChamberMaster to manage their most important information, succeed with non-dues revenue generation, and help promote and grow the communities they serve. See for yourself how the feature-rich ChamberMaster member management system can benefit your chamber.

Contact us today for a personalized product demo »

Download a free copy of our Member Management Software Buyer's Workbook »

It's got everything you need to make an informed decision, including what criteria to look for and all the questions you need to ask.



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THE **M**EMBER **I**NFORMATION **C**ENTER

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THE MEMBER INFORMATION CENTER

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The Member Information Center from ChamberMaster is a powerful member-only benefit right at members' fingertips.

This simple-to-use tool allows you to give your members greater control over their business and brand name.



What is the Member Information Center?

The Member Information Center (MIC) is an online password-protected community for ChamberMaster customers and their members. Its clean layout provides a hub for daily interactions, allowing members to easily access resources and benefits while building integrated relationships with ease.

How does the Member Information Center (MIC) benefit your members?

Reach: It allows your members to maximize their Chamber membership and extend the reach of their business brand.

Networking: The MIC improves your members' relationships within their business network (i.e. your Chamber).

Easy-to-Access: Members can access your MIC through your Chamber website or the mobile app.



How does it improve members' relationships within your Chamber?

The MIC allows your members to tell their business story, connect with other members, register for events, pay invoices, as well as post and view Hot Deals, job postings, member-to-member discounts, events, and news.



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How members leverage the Member Information Center:

Let's use Bob as an example – **Bob is a new Chamber member.**

Bob is the owner of a brand-new corner store.

Bob joined your Chamber to meet and network with other local business owners in hopes of growing his business and to market his business more easily.

Bob wants to host a “meet and greet” at his store, so **he uses the MIC to submit an event listing to be approved for display on your Chamber’s website.**

Bob’s event is promoted on Facebook, Twitter, and your website – all by using the content he created using the MIC.

He can also add Hot Deals or member-to-member deals for people to use on the day of his event (or whenever Bob chooses). Bob can even create a job posting (right in the mobile app) for the new employees he will need to handle his business growth!



When your Chamber members attend Bob’s event, they can post photos, comment on and like each other’s posts in the members-only community feed, and spread the word to their friends, **reaching twice the audience Bob could reach on his own.**

Members can even post photos on the community feed with the mobile app during the event.



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Additionally, **Bob can log into the MIC to manage his business profile on your Chamber's website** himself. Here he can update his business directory listing with a current description, hours of operation, and contact information. He can make his directory listing stand out by adding a logo, additional photos, video, and an expanded description to further promote his business.

With the MIC, **Bob can also check if he has any outstanding invoices from your Chamber and pay them online.**

Who has access to the MIC?

All ChamberMaster customers can offer their members access to their Chamber's MIC. (Features vary by subscription level.)

How do you get members to use the MIC?

- Start by encouraging members to access your MIC via your Chamber's website and update their profile information. This will help familiarize members with their new business-building tool.
- You can also encourage members to access your MIC by downloading and using the MemberPlus app from the Apple or Google Play stores.

Member Information Center (MIC) Overview

- Accessible via Chamber's website or the free mobile app
- Update member profile information
- Network with other members
- View member listings
- Online bill pay center
- Upload and access files & resources
- Submit requests to post Hot Deals, job postings, member-to-member discounts, events, and news
- Refer a member
- View RFPs
- And more!



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- ChamberMaster even offers a member-focused MIC video that can be customized for Chambers for a nominal fee.
- Member testimonials, case studies, and word of mouth all work very well when telling members about a new benefit.

Is your Chamber ready to provide this powerful benefit to members?

Find out if ChamberMaster and the MIC is the right solution for your Chamber by contacting us for a personalized no-pressure product demonstration.

[Contact us today for a personalized product demo »](#)

[Download a free copy of our Member Management Software Buyer's Guide »](#)

About ChamberMaster

ChamberMaster Chamber Management Software is powerful, easy to use, and designed to manage all the day-to-day operations of your organization. It's like gaining an extra person on staff.



Custom Reporting

Build, customize, and distribute reports in a few clicks.



Billing and Payment Processing

Integrated process syncs with your accounting software.



Communication and Groups

Sync with your email programs, social media, and apps to easily connect with members.



Events

Navigate every aspect of the event process.



Marketing

Publicize members and generate non-dues revenue.



Website Options

Integrate ChamberMaster into your existing website or let us build a new one.



Smooth Transition, Unlimited Support and Training

We support you through the transition process and afterwards.



Risk-Free, No Contract, Money-Back Guarantee

No small print. Your business relationship with us is risk-free.



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THE SECRET TO RECRUITING AND *KEEPING* VOLUNTEERS

A Practical Guide for Chambers

You need volunteers to keep your Chamber humming. Recruiting them can be tough. Retaining them can be even tougher. But if you unlock the secret to the psychology behind volunteering, you'll have the formula that works.

Why DON'T people volunteer?

"I don't have the time."

"I'm doing things with my family."

"I have a full time job."

"I already have too many priorities."



Why DO people volunteer?

According to renowned psychologist David McClelland, **people have three motivation drivers** regardless of gender, culture or age.



ACHIEVEMENT

People want a sense of accomplishment and to learn new skills.

AFFILIATION

The ability to meet and connect with others is huge. So is having a sense of belonging and feeling part of a worthy cause.

POWER

People thrive on status and recognition. They love making an impact on others and playing to win.

What do volunteers want?

Volunteers want to:

- Feel like you're prepared for them
- Feel welcome
- Be trained
- Do interesting work
- Know up front how much time the job will take
- Be appreciated
- Be socially connected
- Learn something new
- Be communicated with regularly
- Know they're making a difference

What does this mean to your Chamber?

By understanding what motivates people, you can assign tasks that meet their motivation driver. Suddenly, you have happy and fulfilled volunteers that keep coming back for more!



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