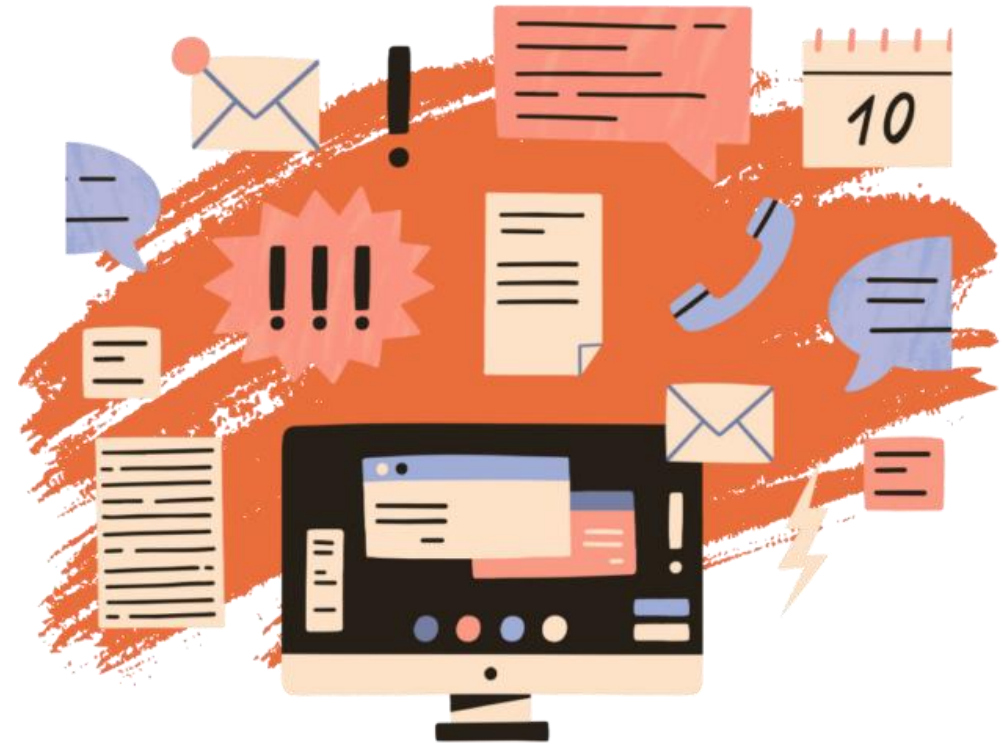


Effective Communication Tools in ChamberMaster/ MemberZone

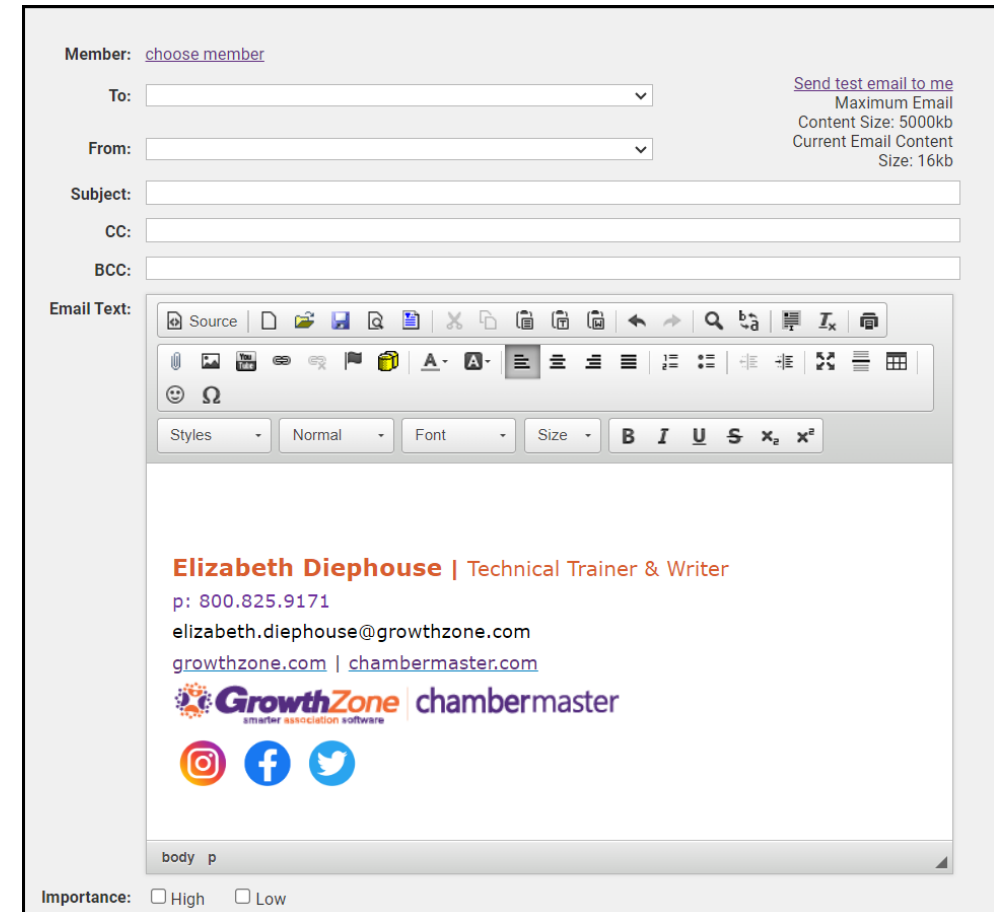
Agenda

- Email Setup
 - Signature Blocks
 - Email Templates
- Sending Emails
 - Individual Emails
 - Mass Emails
- Logging Communications
 - Notes
 - Reminders & Follow-ups
 - eReferrals
- Mobile Communications
 - SmartText
 - Push Notifications



Signature Block

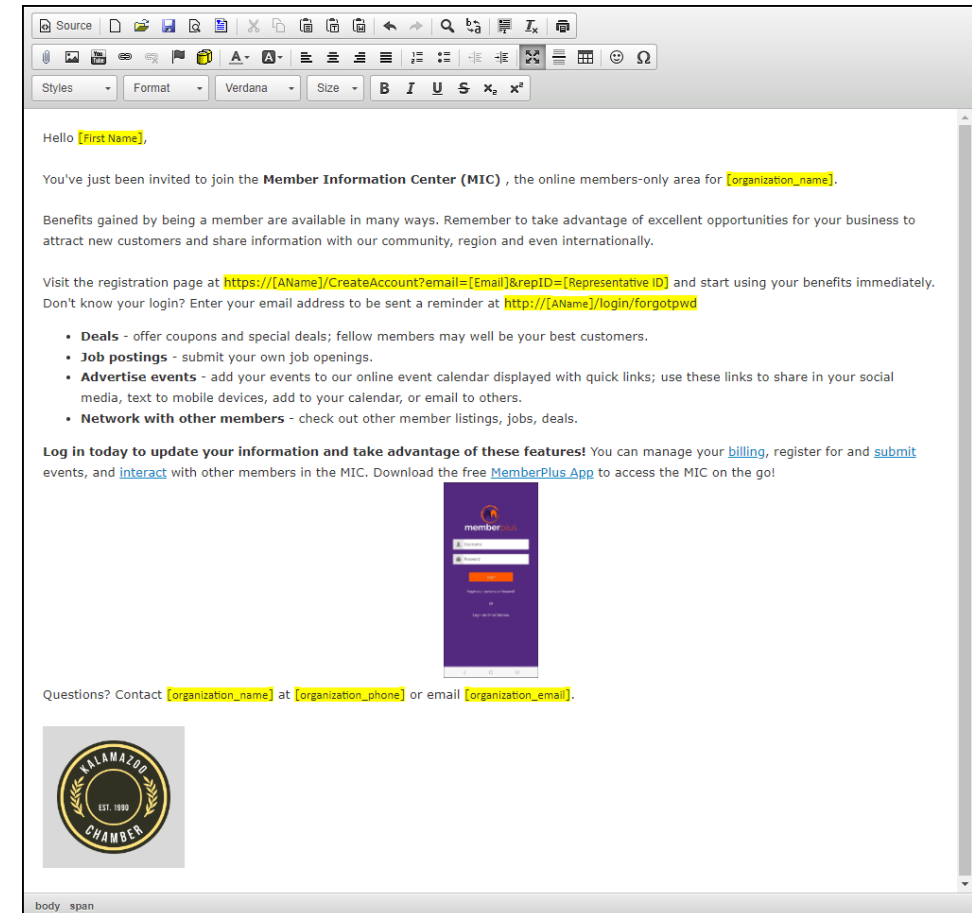
- Save time when creating correspondence
- Maintain brand and image
- Included text, images, links, tables, and more
 - Logos
 - Social media icons
 - Scheduling links
- KB: [Create an Email Signature Block](#)



The screenshot shows an email composition window. At the top, there's a 'Member:' dropdown set to 'choose member'. Below it are 'To:', 'From:', 'Subject:', 'CC:', and 'BCC:' fields. On the right, there's a 'Send test email to me' link and email size information: 'Maximum Email Content Size: 5000kb' and 'Current Email Content Size: 16kb'. The 'Email Text:' area has a rich text editor toolbar with various icons for text formatting, alignment, and insertion. Below the toolbar, the signature block is displayed, featuring the name 'Elizabeth Diephouse' in bold, followed by her title 'Technical Trainer & Writer', phone number 'p: 800.825.9171', email 'elizabeth.diephouse@growthzone.com', and website 'growthzone.com | chambermaster.com'. It also includes the 'GrowthZone' logo with the tagline 'smarter association software', the 'chambermaster' logo, and social media icons for Instagram, Facebook, and Twitter. At the bottom left, there's an 'Importance:' section with 'High' and 'Low' checkboxes.

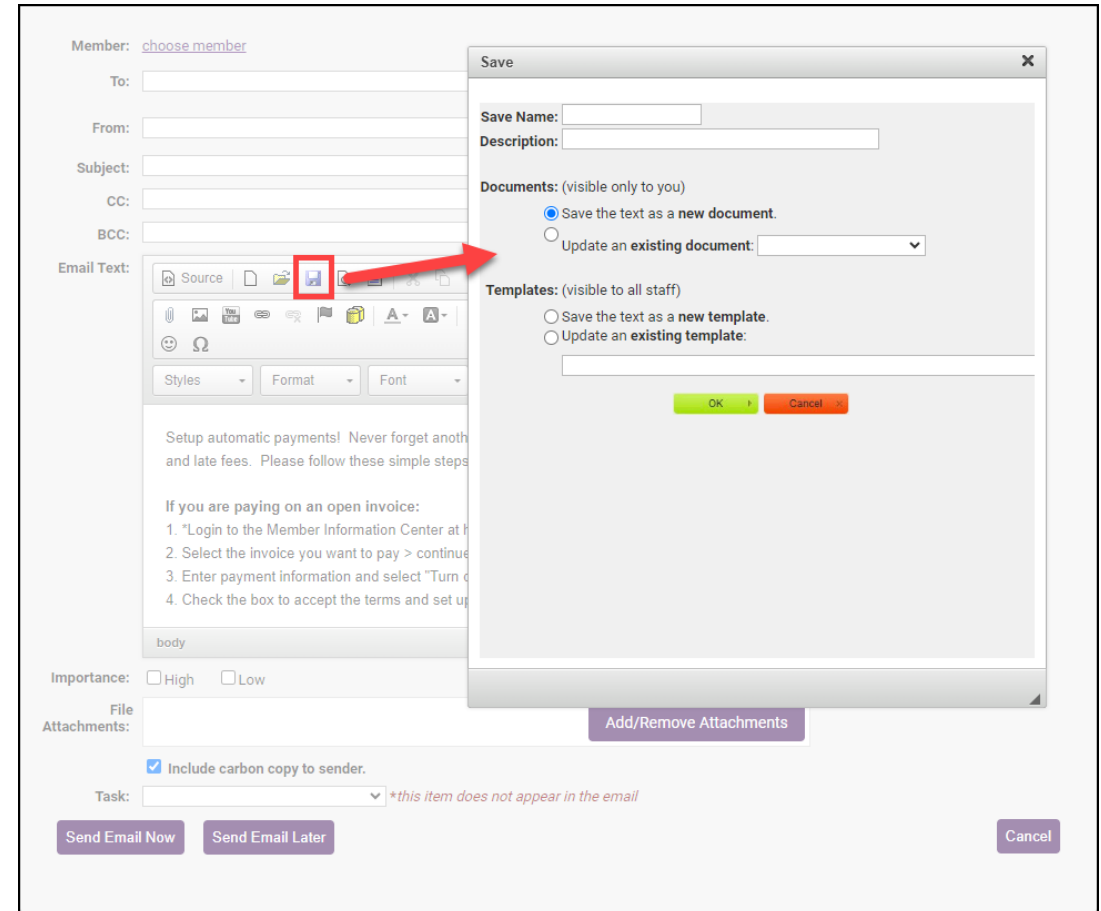
Email Templates

- Predefined templates provided
 - Select and save to your own list of templates
- Use templates “as is” or customize
 - Save with your own name
 - Available to all staff to use
- KB: Work with Email Templates



Template vs. Document

- Documents visible only to you
 - Commonly used for email signature blocks
- Templates visible to all staff
 - Ensure consistency in communications
 - Update for everyone quickly



The screenshot shows an email composition window. On the left, there are fields for 'Member: choose member', 'To:', 'From:', 'Subject:', 'CC:', and 'BCC:'. Below these is the 'Email Text' area with a rich text editor toolbar. A red box highlights the 'Save' icon in the toolbar, with a red arrow pointing to the 'Save' dialog box on the right. The dialog box has a title bar 'Save' and a close button. It contains fields for 'Save Name:' and 'Description:'. Below these are two sections: 'Documents: (visible only to you)' and 'Templates: (visible to all staff)'. Each section has two radio button options: 'Save the text as a new [document/template]' and 'Update an existing [document/template]'. At the bottom of the dialog are 'OK' and 'Cancel' buttons. The background email form shows a preview of the email body with text about automatic payments and a list of steps for paying an invoice. At the bottom of the email form are buttons for 'Send Email Now', 'Send Email Later', and 'Cancel', along with a checkbox for 'Include carbon copy to sender.' and a 'Task:' dropdown menu.

Database Fields

- Creates personalized, unique communications
 - Personalized emails lead to higher open rates
- Easily personalize emails sent to hundreds of recipients
- Insert database field within your emails
- KB: Personalize Communication with Database Fields

Dear Johnson Insurance,

Do you want to move slow-moving merchandise?

Do you have a special to advertise?

Do you want to grab the eye of visitors on the Kalamazoo Area Chamber web site?

Submit your deals now in the Member Information Center by logging in at <http://kalamazoo00/login>.

Also, check out some additional opportunities:

- **Deals** - offer coupons and special deals; fellow members may well be your best customers.
- **Job postings** - submit your own job openings.
- **Advertise events** - add your events to our online event calendar displayed with quick links; use these links to share in your social media, text to mobile devices, add to your calendar, or email to others.
- **Network with other members** - check out other member listings, jobs, deals.

Login today at <http://kalamazoo00/login> to gain access to all of these features, update your information and more.

Don't know your login? Enter your email address to be sent a reminder at <http://kalamazoo00/login/forgotpwd>

Please contact us with questions or for more information.

Sincerely,

Kalamazoo Area Chamber

1903 W Michigan Ave

(800) 867-5309

kzooinfo@mailinator.com

[Check out our website!](#)



Email Sending Options

- Both methods maintain record in Communication History in database
- **Outlook**
 - Access to additional email addresses not in your database
 - May add additional CCs and BCCs
 - Familiarity
- **ChamberMaster**
 - Easy access if already logged in
 - Gives access to current addresses in your database
 - Ability to create “mail merge” emails
 - Ability to embed attachments as links
 - Ability to use templates
 - Ability to schedule the email for future delivery (for users of the Plus edition or greater)
- KB: [Email Sending Options](#)



Archive Emails

- Archive emails (record) in the database even when not logged in
 - Include your association's unique archive address in BCC
 - **archive@yourname**
 - Software will receive the email, look at the address sent/replied to and place in communication history of associated member
- KB: [Archive Emails](#)

Email Server Settings

SMTP Host Server: localhost

SMTP Login Name:

SMTP Login Password:

SMTP Server Port: 25 (default is 25)

Email Relay Service: Enable email relay from Outlook through ChamberMaster.

Use EDtraining.chambermaster.com as the email FROM domain.

☒ Track replies as correspondence thread sub-entries.

☐ SPF Record check prior to sending email

Internal Email Disclaimer:

This email was sent on behalf of the Kalamazoo Area Chamber 1903 W. Michigan Ave. Kalamazoo, MI 49008. To unsubscribe [click here](#). If you have questions or comments concerning this email or services in general, please contact us by email at kalamazoochamberinfo@mailinator.com.

Sending Emails

- Emails may be sent from many different places in the software - anywhere you find the email editor is found
 - Member module
 - Communicates module
 - Events module
- Email Designer
- KB: Communications



Green Valley
CHAMBER OF COMMERCE

Spring Has Arrived!

May Newsletter

The birds are chirping and the leaves are budding. Spring is in the air here at Green Valley Chamber of Commerce!

Green Valley Member News:



NEW MEMBERS

New Members
Click here and select the options from the right.

[View Member Directory](#)

Sending Mass Emails

- Easily select multiple email recipients
 - Filter options available
- Create targeted email communications
 - Tailor content for each group
 - Better engagement
 - Improved deliverability
 - Reduce unsubscribe rates

Choose Contacts

1 Select addresses using these selections

Add Members

- › Add members by membership status
- › Add members by membership type
- › Add members by directory category
- › Add members by name
- › Add members by event

Add Representatives:

- › Add representatives by type/status
- › Add representatives by membership type
- › Add representatives by group
- › Add representatives by name
- › Add representatives by event

Add Others

- › Add a new contact
- › Add non-member by event
- › Add all by event
- › Add sponsors by event

2 Select the delivery method using these selections

Distribute By:

☒ Mail Only
*Mailing address is invalid (12) [remove](#)

☐ Email Only
*Contact has no email address (123) [remove](#)
*Email address occurs multiple times (9) [remove](#)
*Unsubscribed from mass emails (1) [remove](#)

☐ Fax Only
*Contact has no fax number (179) [remove](#)

☐ Preferred Communication Type
*Insufficient contact info (9) [remove](#)

Total Contacts: 311
Maximum Email Content Size: 32kb

3 Click Continue

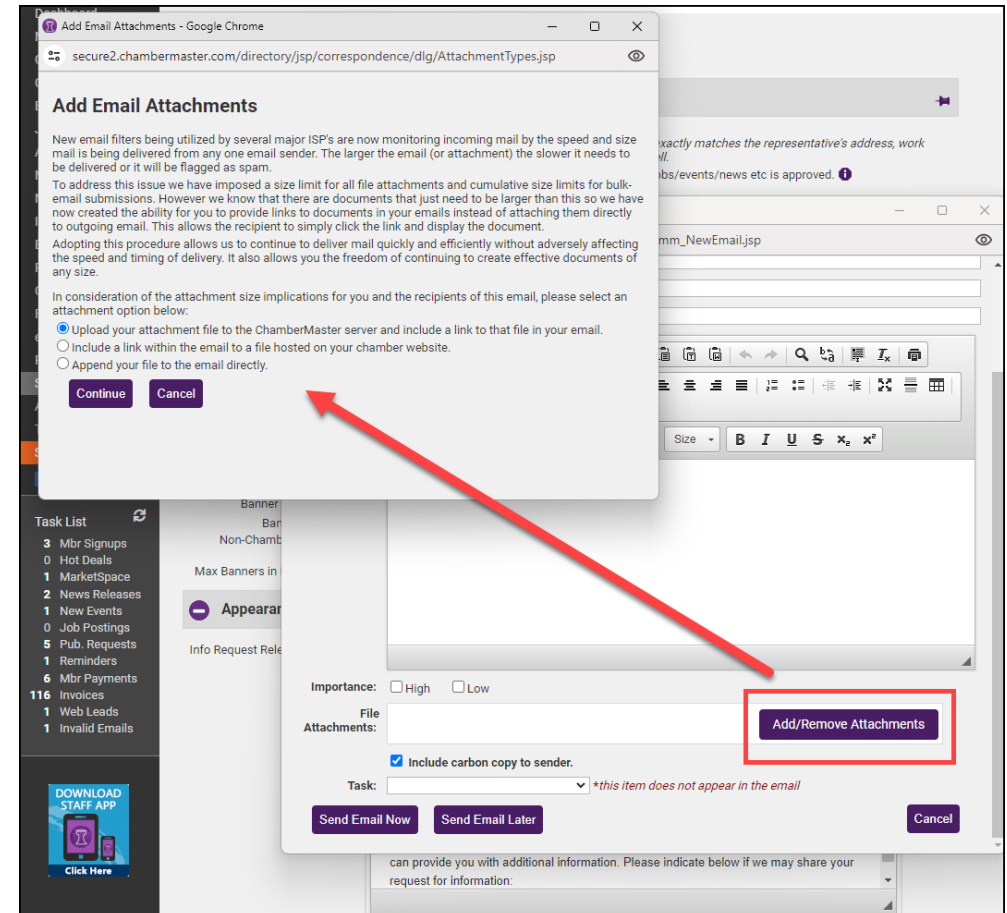
[Continue](#) [Cancel](#) [Clear List](#)

Distribution List

Company	Rep Name	Pref.	Email	Mail	Fax
Aamber's Attic		Email	Yes	Yes	No x
Always on Top		Email	Yes	Yes	No x
American Legion		Email	Yes	Yes	No x
American Municipal Power		Email	Yes	Yes	No x
American Red Cross, Henry County Chapter		Mail	No	Yes	No x
Ames Aviation		Email	Yes	Yes	Yes x
B & B Molded Products		Email	Yes	Yes	Yes x
Behm, Ron		Email	Yes	Yes	No x
Best Western Inn & Suites-Napoleon		Email	Yes	Yes	Yes x
Better Business Bureau		Mail	No	Yes	No x
Black Swamp Area Council BSA		Mail	No	Yes	Yes x
Black Swamp Equipment		Email	Yes	Yes	No x
Black Swamp Extermination		Email	Yes	Yes	No x

Attachments

- Upload attachment file to ChamberMaster server and include link
 - Recommended method
- Attaching file directly to email suspicious to spam filters
 - Can lead to emails not reaching members
- Reasons Emails Don't Get to Members



Schedule an Email

- Schedule email to be sent at later date/time
 - Use Email Status Summary Report to be more effective with communications
 - Test and analyze to see what timing works best
- Use to avoid sending emails on weekends and holidays
 - Avoid Monday mornings and Friday afternoons
- Schedule emails for member onboarding drip campaign

* Available for **Plus** edition or greater

Email Open Rates

- Email Status Summary Report
- Every chamber should be tracking open rates!
- Track if emails are being delivered and opened
 - Number of emails sent
 - Number of opens
 - Open Rates impact Sender Reputation
- Full Details
 - First Open
 - Most Recent Open
 - Total Opens
 - Error Types

Communication

Correspondence Tracking

Email Delivery Status

Filter Options

Sent Date: 12/15/2023 Through: 12/15/2023 Sender: Task/Category:

Refresh Report Print Report Print PDF Download Report Reset Options

Subject Line	Sent Date	Sender	Delivery Statistics
	12/15/2023 10:23:00am		30 messages queued 30 sent* (100%) 17 opened (57%) View Full Details
	12/15/2023 10:23:00am		20 messages queued 20 sent* (100%) 8 opened (40%) View Full Details
	12/15/2023 10:23:00am		31 messages queued 31 sent* (100%) 14 opened (45%) View Full Details
	12/15/2023 10:24:00am		1 message queued 1 sent* (100%) 0 opened (0%) View Full Details
	12/15/2023 10:24:00am		1 message queued 1 sent* (100%) 0 opened (0%) View Full Details
	12/15/2023 10:24:00am		1 message queued 1 sent* (100%) 0 opened (0%) View Full Details

Logging Communications

- Communication history
 - Emails automatically logged on the Communication tab of the member's record
- Phones calls can be manually added
- When letters or fax output is printed, can include an entry in Communication history
- KB: View and Record Communication History

The screenshot displays the 'Diephouse Realty' member profile in the 'Memberzone' system. The 'Communication' tab is selected and highlighted with a red box. Below the tab, the 'Member Correspondence' section is visible, featuring filter options for 'Date From', 'Through', 'Member Rep', 'Tasks/Categories', and 'Staff Contact'. A checkbox for 'Display bulk mail correspondence entries in the table below' is checked. Below the filters are buttons for 'Refresh Listing', 'Clear Filters', 'New Communication', and 'Reports'. A table of correspondence entries is shown below, with a red box highlighting the 'Correspondence History' header. The table has columns for Subject, Date, Follow-Up, Task, Contact, and Association Rep. The entries listed are:

Subject	Date	Follow-Up	Task	Contact	Association Rep
Confirmation: Harvest Festival 2023	12/22/2022	add follow-up		Mary West	
Get ready for the Harvest Festival 2023	12/22/2022	add follow-up		Mary West	Elizabeth Diephouse
Get ready for the Business Expo	12/22/2022	add follow-up		Mary West	Elizabeth Diephouse

Phone Calls and Notes

- Phones calls and notes can be manually added to member's Communications History
- Create follow-up reminders
- KB: Log a Call or a Note

Diephouse Realty [Sign in as this Member](#)

Member Correspondence

Filter Options

Date From: Through:

Tasks/Categories:

Staff Contact:

Member Rep:

☒ Display **bulk mail** correspondence entries in the table below.

Display results per page.

[Refresh Listing](#) [Clear Filters](#) [New Communication](#) [Reports](#)

Email dates listed below are based on the date sent from the Central time zone. To the email to view the date/time in your own time zone.

entries 1 - 14 of 14

Correspondence

- Email with ChamberMaster
- Email with Outlook
- Log a Call or Note
- Send an eReferral
- Notes and Follow-Up
- Print Mailing Label

eReferrals

- eReferrals designed to accomplish two tasks with a single entry:
 - Give desired information about members to a consumer
 - Let members know that they've been referred
- eReferrals are automatically logged
- KB: Refer a Member Using eReferral

Customer Referral from Kalamazoo Area Chamber ✕

The Kalamazoo Area Chamber was pleased to refer your business to a customer. More information about the customers request and contact information can be found below.

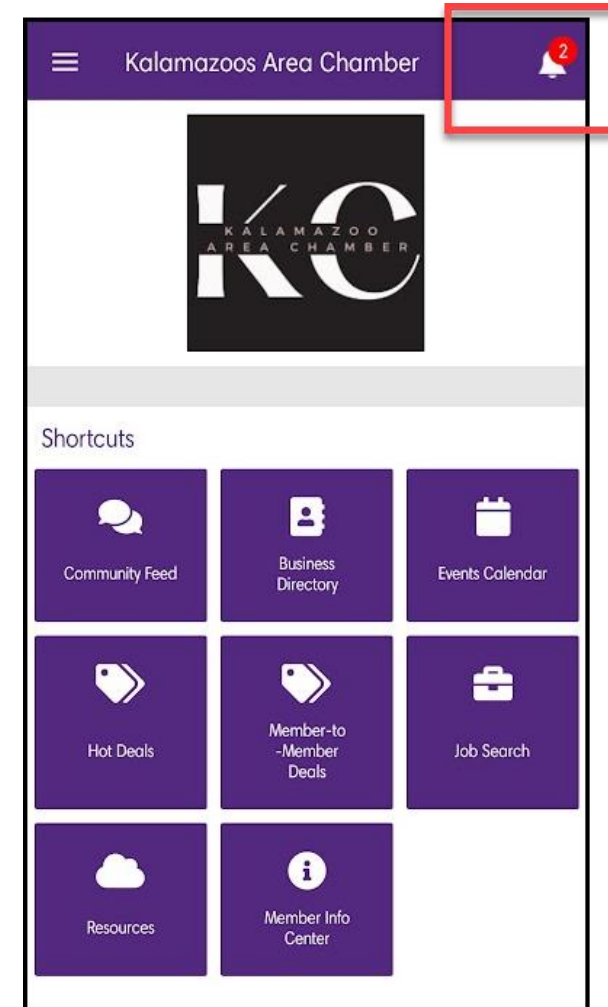
<u>Potential Customer</u>	
Name: Mr. New Customer	Contact Pref: Not Specified
Company:	
Phone: 867-5309	
Email: newbusiness@mailinator.com	

Referral generated Fri, March 03, 2023 10:34:44 AM

This email was sent on behalf of the Kalamazoo Area Chamber 1903 W. Michigan Ave. Kalamazoo, MI 49008. To unsubscribe [click here](#). If you have questions or comments concerning this email or services in general, please contact us by email at kalamazoochamberinfo@mailinator.com.

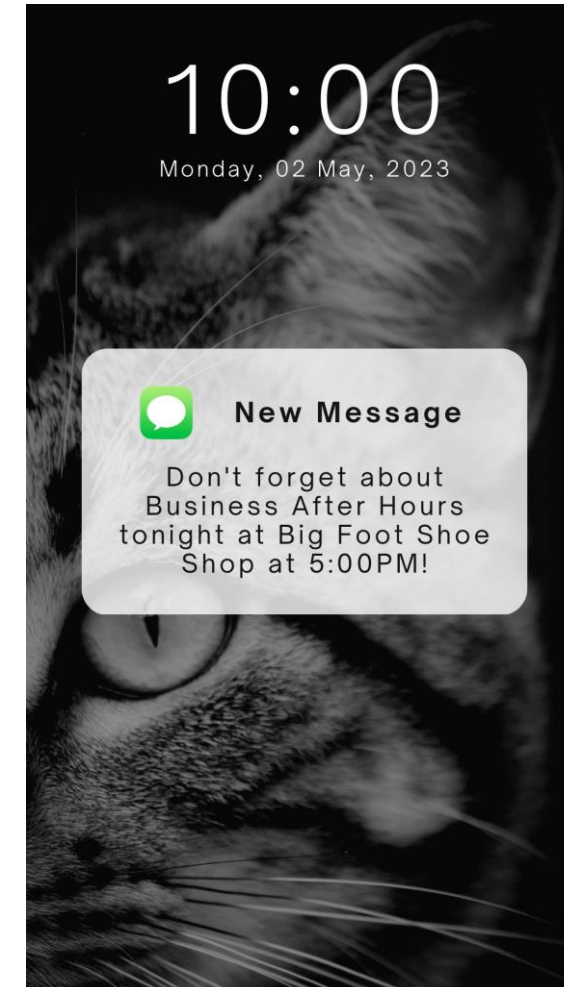
Push Notifications

- Fast, efficient way to communicate with your members in MemberPlus App
- Send real-time updates and reminders
 - Members regularly engage with you, even if they're not aware of it
- Target the right members
 - Send to just individual groups, or to all your members
- KB: [Push Notifications](#)



SmartText

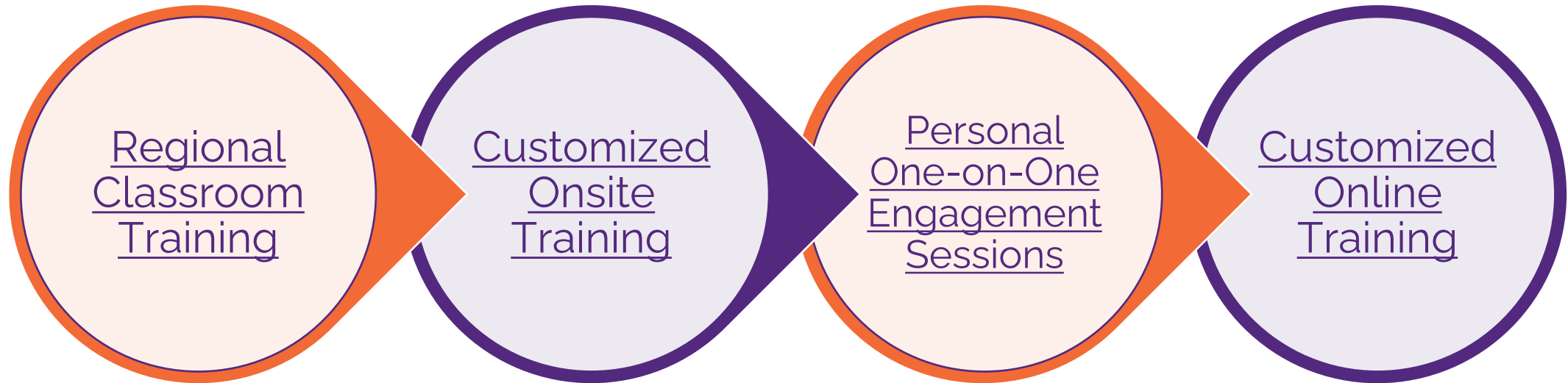
- Group text messaging
 - Allows you to contact your members, community, or other individuals via group text messaging.
- Promote your own events or gain non-dues revenue by offering the service to your members at a fee
- Create keyword, share it with members to allow them to sign up
- Create subscriber groups
- KB: [SmartText](#)



Training Resources



Expanded Training Offerings



Questions?