

Maximizing Member Engagement Through the Member Information Center (MIC)

Engagement in the MIC

1. Welcome Message
2. Maintain & Update Member Directory Page
3. Group Participation & Mailing Lists
4. Job Postings, Hot Deals, Member-to-Member Deals, and News Releases
5. Underutilized Features of the MIC



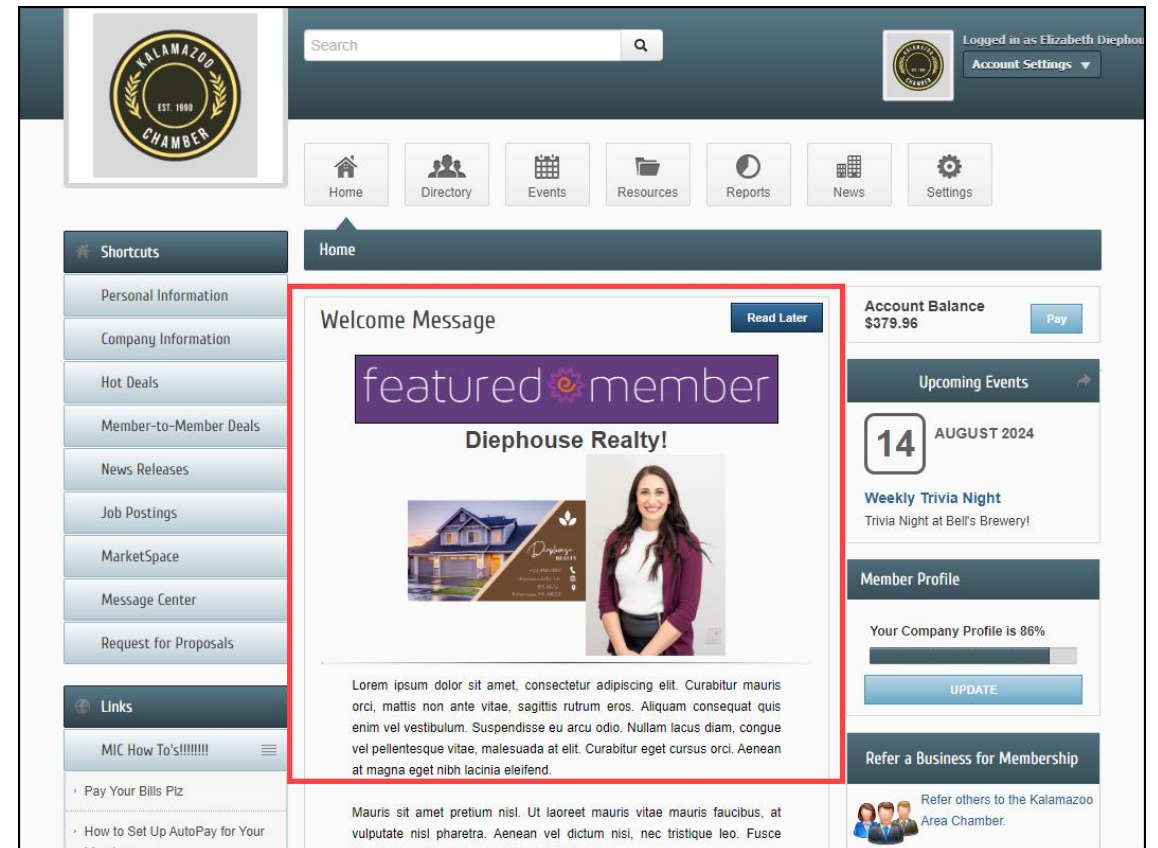
Welcome Message

- Display warm greeting along with up-to-date information
 - Keep members informed
- Keep information current
 - Maintain member attention
 - Routinely update on consistent schedule
- Links to surveys
 - Use Form Builder
- How to use MIC effectively

The screenshot displays the MemberZone dashboard for the Kalamazoo Area Chamber. The interface includes a top navigation bar with a search field, user profile (Mary West, Diephouse Realty), and account settings. A central navigation menu lists various sections: Home, Directory, Events, Resources, Reports, News, and Settings. The main content area features a 'Welcome Message' section with a 'Read Later' button, an 'Account Balance' of \$1695.00 with a 'Pay' button, and a 'Weekly Trivia Night' event on May 23rd. A 'Members Only' badge is prominently displayed. The dashboard also includes a 'Member Profile' section showing a 100% company profile completion rate, a 'Refer a Business for Membership' section, and a 'MemberPlus' section promoting a free app. The bottom of the dashboard features a 'SHOP LOCAL' graphic and a link to the website www.medicum.agency.

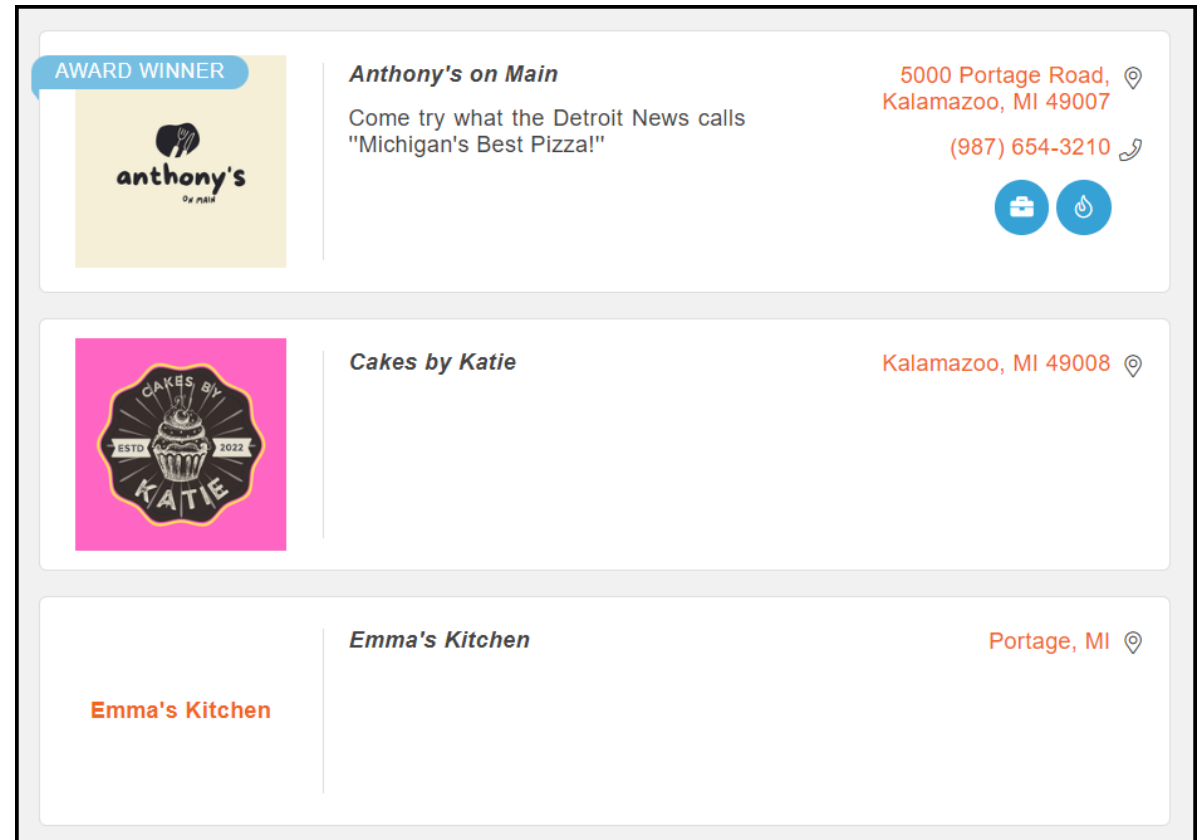
Welcome Message Ideas

- Spotlight featured members
 - Brief intro, link to directory listing or website, photo
- Introduce new members
 - Brief intro, link to directory listing or website, photo
- Highlight member celebrating anniversary
- Member of the Month
- Member testimonials and success stories



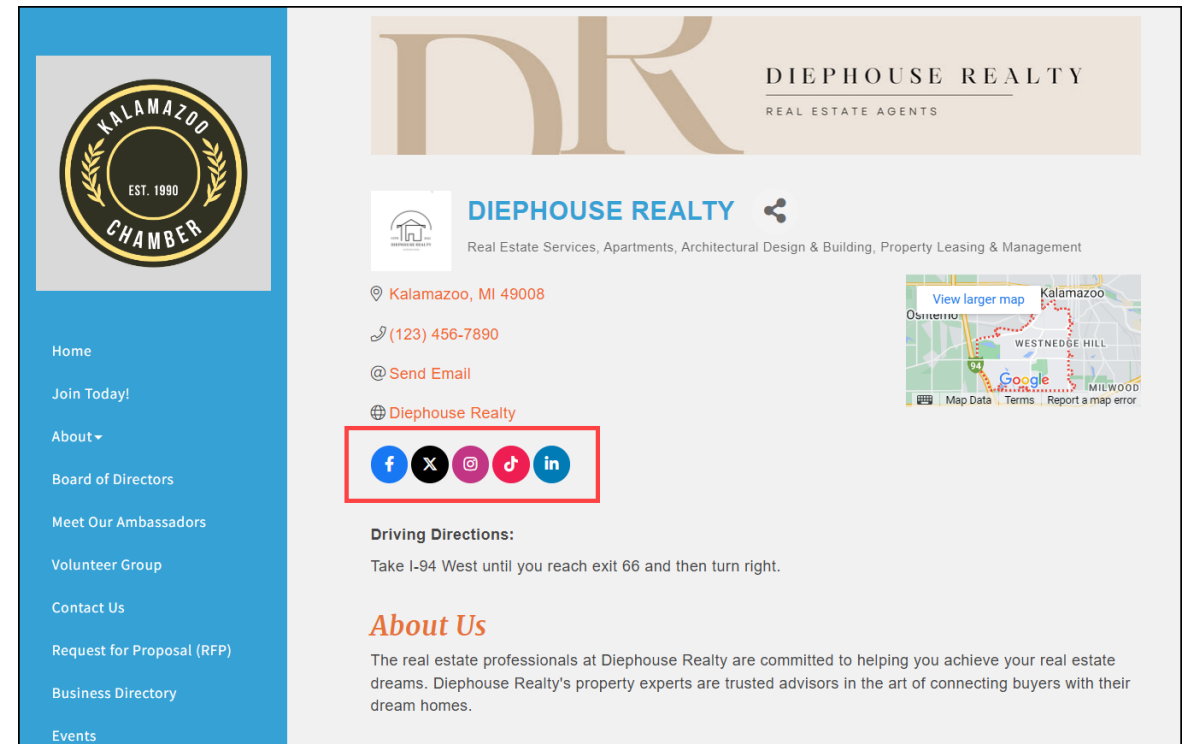
Update Directory Page

- Outdated pages
 - Are they still in business?
- Search Results Description
- Logos and images make your directory page pop
- Social Media links
 - Only link accounts where you regularly post new content



Social Media Links

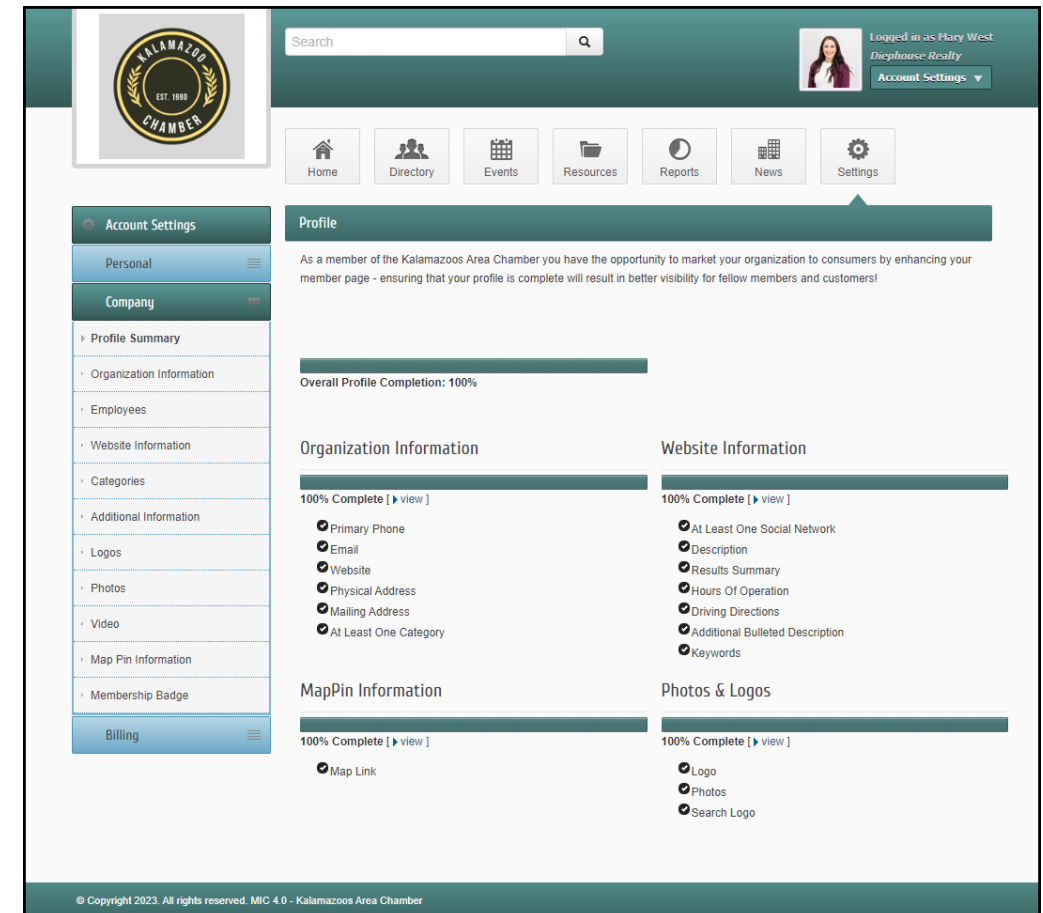
- Members add links to social media accounts
 - Regularly post
- Cross-promotion
 - Encourage users to follow social media accounts via directory listing
- SEO benefits
- Reach new demographics



The screenshot displays two website interfaces. On the left is the Kalamazoo Chamber website, featuring a blue sidebar with a navigation menu: Home, Join Today!, About (with a dropdown arrow), Board of Directors, Meet Our Ambassadors, Volunteer Group, Contact Us, Request for Proposal (RFP), Business Directory, and Events. The main content area shows the Kalamazoo Chamber logo (a circular seal with 'KALAMAZOO' and 'CHAMBER' and 'EST. 1990') and a list of social media icons (Facebook, X, Instagram, TikTok, LinkedIn) which are highlighted by a red rectangular box. On the right is the Diephouse Realty website. It has a header with the 'DK' logo and 'DIEPHOUSE REALTY REAL ESTATE AGENTS'. Below the header, it lists services: Real Estate Services, Apartments, Architectural Design & Building, Property Leasing & Management. Contact information includes the location 'Kalamazoo, MI 49008', phone '(123) 456-7890', and a 'Send Email' button. A map shows the location in Kalamazoo, MI, with a 'View larger map' link. Below the map, the same set of social media icons (Facebook, X, Instagram, TikTok, LinkedIn) is displayed and also highlighted by a red rectangular box. Further down, there is a 'Driving Directions' section with the text 'Take I-94 West until you reach exit 66 and then turn right.' and an 'About Us' section stating that Diephouse Realty is committed to helping clients achieve their real estate dreams.

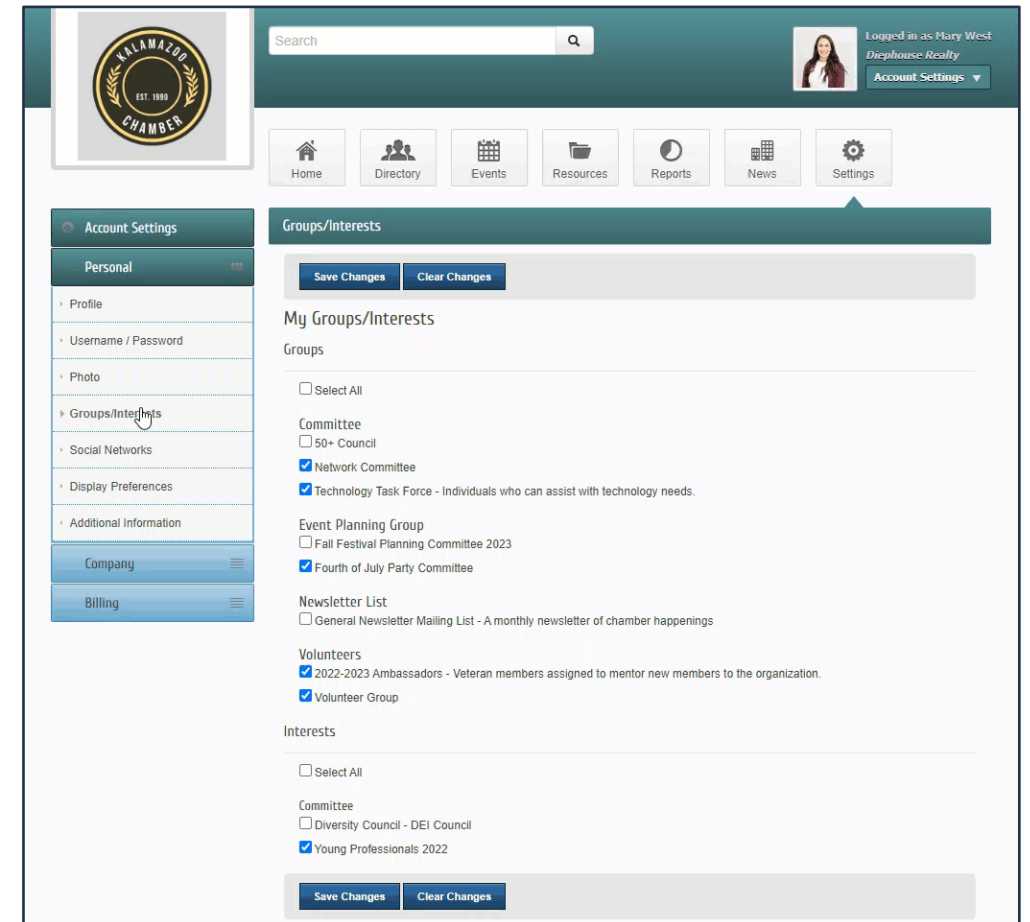
Update Directory Page

- Members keep directory page updated via MIC
 - Add logos, images, videos
- View Profile Summary in MIC
 - How complete is your directory page?
- Saves your staff time and effort
- Email Template available to routinely send members



Groups & Mailing Lists

- Members manage group participation and mailing list subscriptions via MIC
 - Keeps your email lists clean
- Easily send communication to group
- Variety of groups and committees demonstrates value
 - Boost interest in the chamber



The screenshot shows the Chambermaster Memberzone interface. At the top, there's a search bar and a user profile for Mary West, logged in as Mary West, Diephouse Realty. Below this is a navigation bar with icons for Home, Directory, Events, Resources, Reports, News, and Settings. The left sidebar contains a menu with options: Account Settings, Personal, Profile, Username / Password, Photo, Groups/Interests (highlighted), Social Networks, Display Preferences, Additional Information, Company, and Billing. The main content area is titled 'Groups/Interests' and has 'Save Changes' and 'Clear Changes' buttons. Under 'My Groups/Interests', there are sections for 'Groups' and 'Interests'. The 'Groups' section includes checkboxes for 'Select All', 'Committee', '50+ Council', 'Network Committee' (checked), 'Technology Task Force - Individuals who can assist with technology needs.' (checked), 'Event Planning Group', 'Fall Festival Planning Committee 2023', and 'Fourth of July Party Committee' (checked). The 'Newsletter List' section has checkboxes for 'General Newsletter Mailing List - A monthly newsletter of chamber happenings' (unchecked), 'Volunteers', '2022-2023 Ambassadors - Veteran members assigned to mentor new members to the organization.' (checked), and 'Volunteer Group' (checked). The 'Interests' section includes checkboxes for 'Select All', 'Committee', 'Diversity Council - DEI Council' (unchecked), and 'Young Professionals 2022' (checked). At the bottom of the 'Interests' section are 'Save Changes' and 'Clear Changes' buttons.


Groups & Mailing Lists


- Form groups/committees your members want to be involved in that support your chamber mission
 - Diversity, equity, and inclusion (DEI)
 - Networking groups
 - Minority coalitions
 - Legislative updates mailing list
 - Women's groups
 - Young Professionals
 - Green business groups



Submit Job Postings, Deals, News Releases

- Members can submit [Job Postings](#), [Deals](#), and [News Releases](#) via MIC
 - Manage submissions via MIC
- Earn non-dues revenue
 - [Charge](#) weekly rate
- Put chamber website traffic to work for your members





Large 2 Topping Pizza & 2 Pops \$19.99 




Offer Valid: 12/01/2022 - 10/21/2023

Try your new favorite pizza place today!

Enjoy a large 2-topping pizza and 2 pops for just \$19.99 with free delivery.





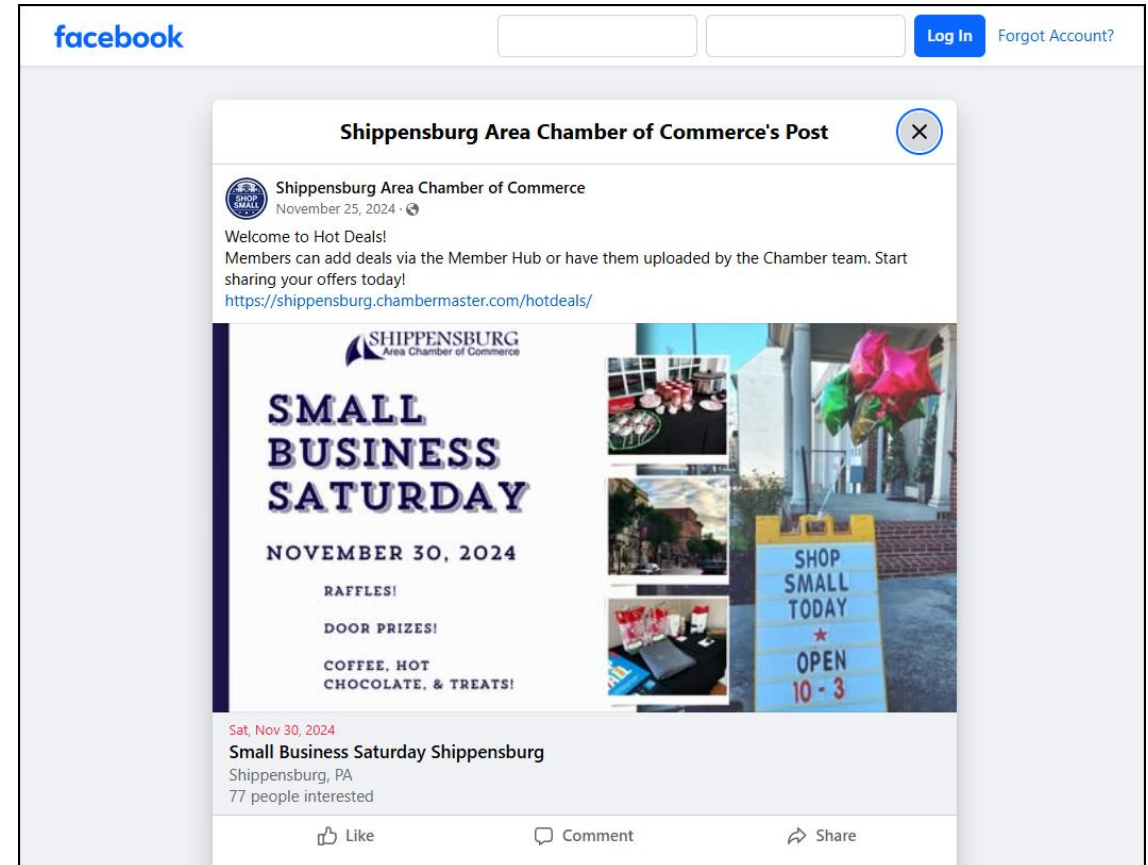
Anthony's on Main
 5000 Portage Road,
Kalamazoo, MI 49007
 867-5309
 [Visit Website](#)

This Hot Deal is promoted by Kalamazoo's Area Chamber.

[Business Directory](#) / [News Releases](#) / [Events Calendar](#) / [Hot Deals](#) / [Member To Member Deals](#) / [Marketspace](#) / [Job Postings](#) / [Contact Us](#) / [Information & Brochures](#) / [Join The Chamber](#)

Automate Social Media Publishing

- Enable automatic posting to Twitter and Facebook
 - Allow members to reach a broader audience
- Cost-effective way for members to promote themselves
- Ensures consistent flow of fresh content to social media profiles



Email Templates Make It Easy

- Templates to encourage Hot Deals, Job Postings, News Releases
 - Send out routinely
 - Don't assume members will remember all options
 - Database fields mean each email personalized
- Email includes link to MIC
 - Simple click to get started

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

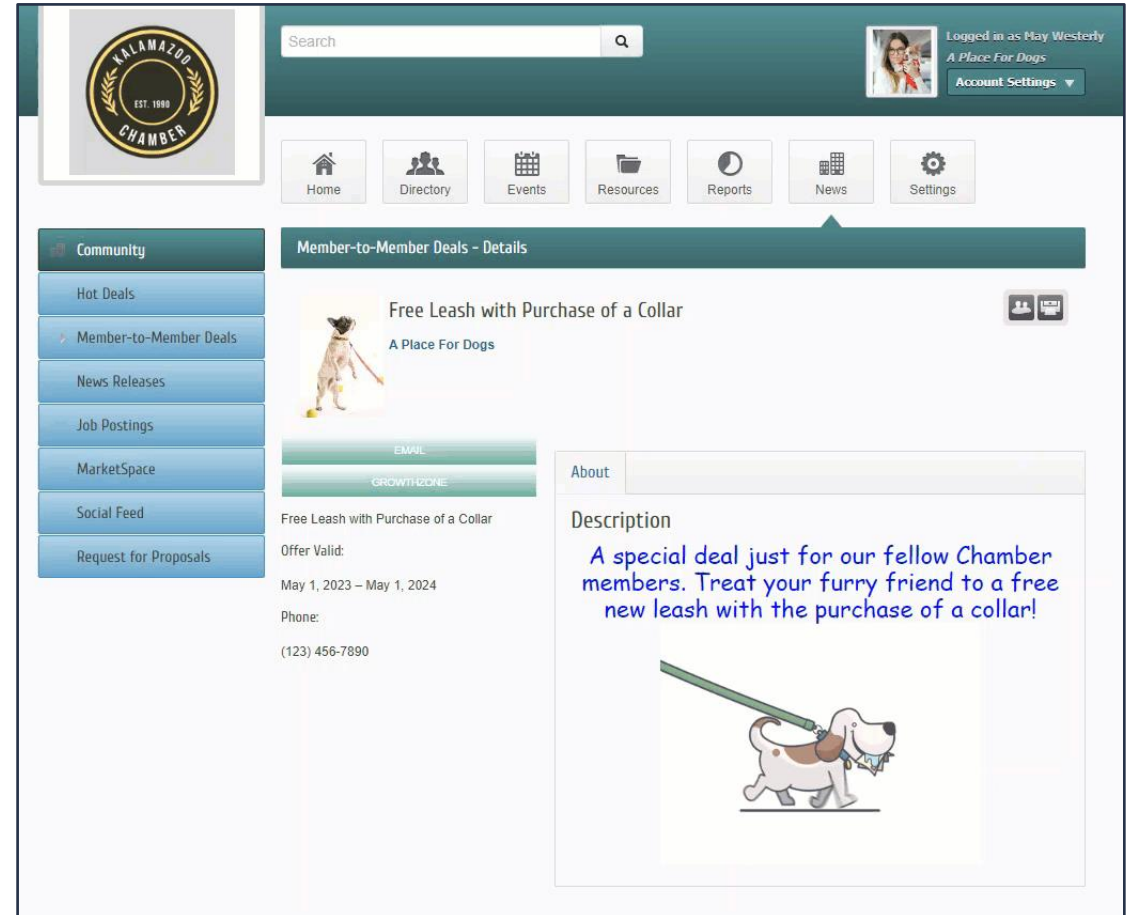
kzooinfo@mailinator.com

[Check out our website!](#)



Submit Member-to-Member Deals

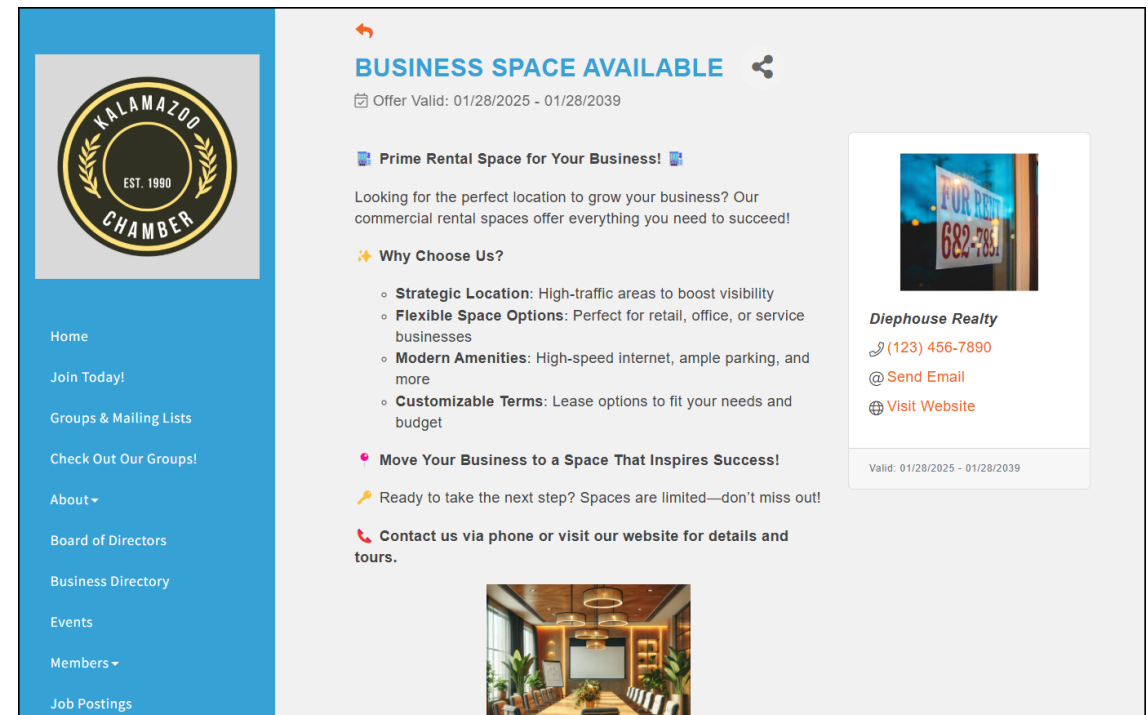
- Member-to-Member Deals benefit everyone
 - Member saves money while another increases revenue
- Update frequently
 - Be proactive – reach out to members
 - Keep content fresh



The screenshot displays the Kalamazoo Chamber website interface. At the top left is the Kalamazoo Chamber logo. A search bar is located at the top right, next to a user profile for 'May Westerly' who is logged in. Below the search bar is a navigation menu with icons for Home, Directory, Events, Resources, Reports, News, and Settings. A left sidebar contains a 'Community' section with links to Hot Deals, Member-to-Member Deals (which is highlighted), News Releases, Job Postings, MarketSpace, Social Feed, and Request for Proposals. The main content area is titled 'Member-to-Member Deals - Details' and features a deal from 'A Place For Dogs' titled 'Free Leash with Purchase of a Collar'. The deal includes an image of a dog, an 'EMAIL' button, and a 'GROWTHZONE' button. Below the deal title, it states 'Offer Valid: May 1, 2023 – May 1, 2024' and 'Phone: (123) 456-7890'. On the right side of the deal details, there are tabs for 'About' and 'Description'. The 'Description' tab is active, showing the text: 'A special deal just for our fellow Chamber members. Treat your furry friend to a free new leash with the purchase of a collar!' and an illustration of a dog on a leash.

Submit MarketSpace Items

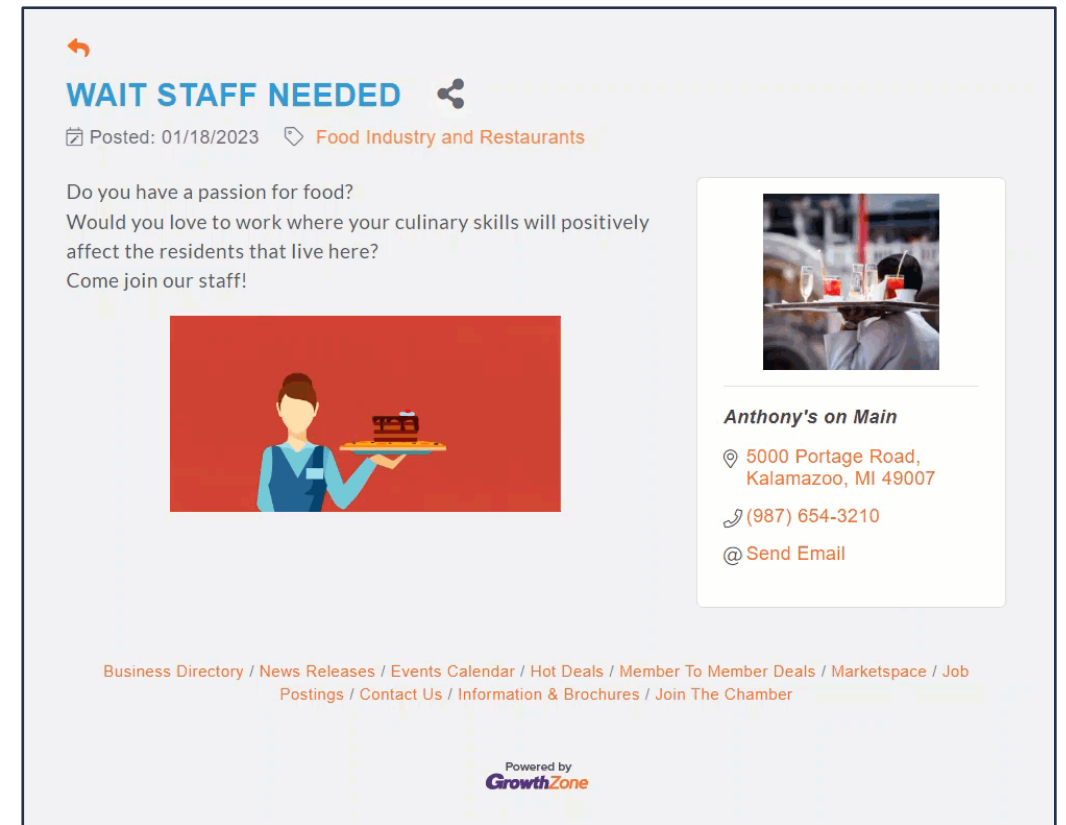
- Promote to members and public
 - Products for sale
 - Health & Wellness
 - Furniture
 - Volunteer opportunities
 - Legal & Financial assistance
 - Retail space for lease
 - Vacation rentals
 - Garage sales
- MarketSpace Newsletter
 - Receive updates right to your inbox
- Non-dues revenue



The screenshot displays the Kalamazoo Chamber website. On the left is a blue sidebar with the Kalamazoo Chamber logo (a circular seal with 'KALAMAZOO' at the top, 'EST. 1990' in the center, and 'CHAMBER' at the bottom) and a list of navigation links: Home, Join Today!, Groups & Mailing Lists, Check Out Our Groups!, About, Board of Directors, Business Directory, Events, Members, and Job Postings. The main content area features a 'BUSINESS SPACE AVAILABLE' listing. The listing includes a share icon, the offer validity '01/28/2025 - 01/28/2039', and a 'Prime Rental Space for Your Business!' header. The text describes the space as ideal for growing a business and lists three key features: Strategic Location, Flexible Space Options, and Modern Amenities. It also mentions customizable lease terms. A 'Move Your Business to a Space That Inspires Success!' section follows, along with a call to action to contact the chamber via phone or website. A small image of a modern office interior is shown at the bottom of the listing. To the right of the listing is a contact box for 'Diephouse Realty' with a phone number, email link, and website link, and a validity date of '01/28/2025 - 01/28/2039'.

Submit Job Postings

- Maintain an active Job Board
 - Monetize your Job Board
 - Cost-effective for members
- Easy to submit via MIC
- Content automatically formatted to fit webpage
 - No web designer required
 - Page automatically adjusted to be mobile-friendly



The screenshot shows a job posting interface. At the top, there's a blue header with the text "WAIT STAFF NEEDED" and a share icon. Below this, it says "Posted: 01/18/2023" and "Food Industry and Restaurants". The main text of the posting reads: "Do you have a passion for food? Would you love to work where your culinary skills will positively affect the residents that live here? Come join our staff!". There is a red illustration of a server holding a tray with a drink. To the right, there's a photo of a server and the business name "Anthony's on Main". Below the name, the address "5000 Portage Road, Kalamazoo, MI 49007" and phone number "(987) 654-3210" are listed, along with a "Send Email" button. At the bottom, there's a navigation bar with links: "Business Directory / News Releases / Events Calendar / Hot Deals / Member To Member Deals / Marketspace / Job Postings / Contact Us / Information & Brochures / Join The Chamber". The footer says "Powered by GrowthZone".

WAIT STAFF NEEDED

Posted: 01/18/2023 Food Industry and Restaurants

Do you have a passion for food?
Would you love to work where your culinary skills will positively affect the residents that live here?
Come join our staff!

Anthony's on Main
5000 Portage Road,
Kalamazoo, MI 49007
(987) 654-3210
Send Email

Business Directory / News Releases / Events Calendar / Hot Deals / Member To Member Deals / Marketspace / Job Postings / Contact Us / Information & Brochures / Join The Chamber

Powered by GrowthZone

Submit News Releases

- Reviews and award announcements
 - Highlight successes
- Positive news about local community
- Added credibility to member's release
- Targeted promotion
 - Social media interactions
- How to write a press release



KALAMAZOO COUNTY VISITOR SPENDING HITS ALL-TIME HIGH OF \$585 MILLION

May 10, 2023 General News Article, Economic

Spending by visitors to Kalamazoo County reached an all-time high of \$585 million in 2021, and the Southwest region had the fastest growth in visitor spending of all regions in the state, according to visitor spending figures from Travel Michigan.



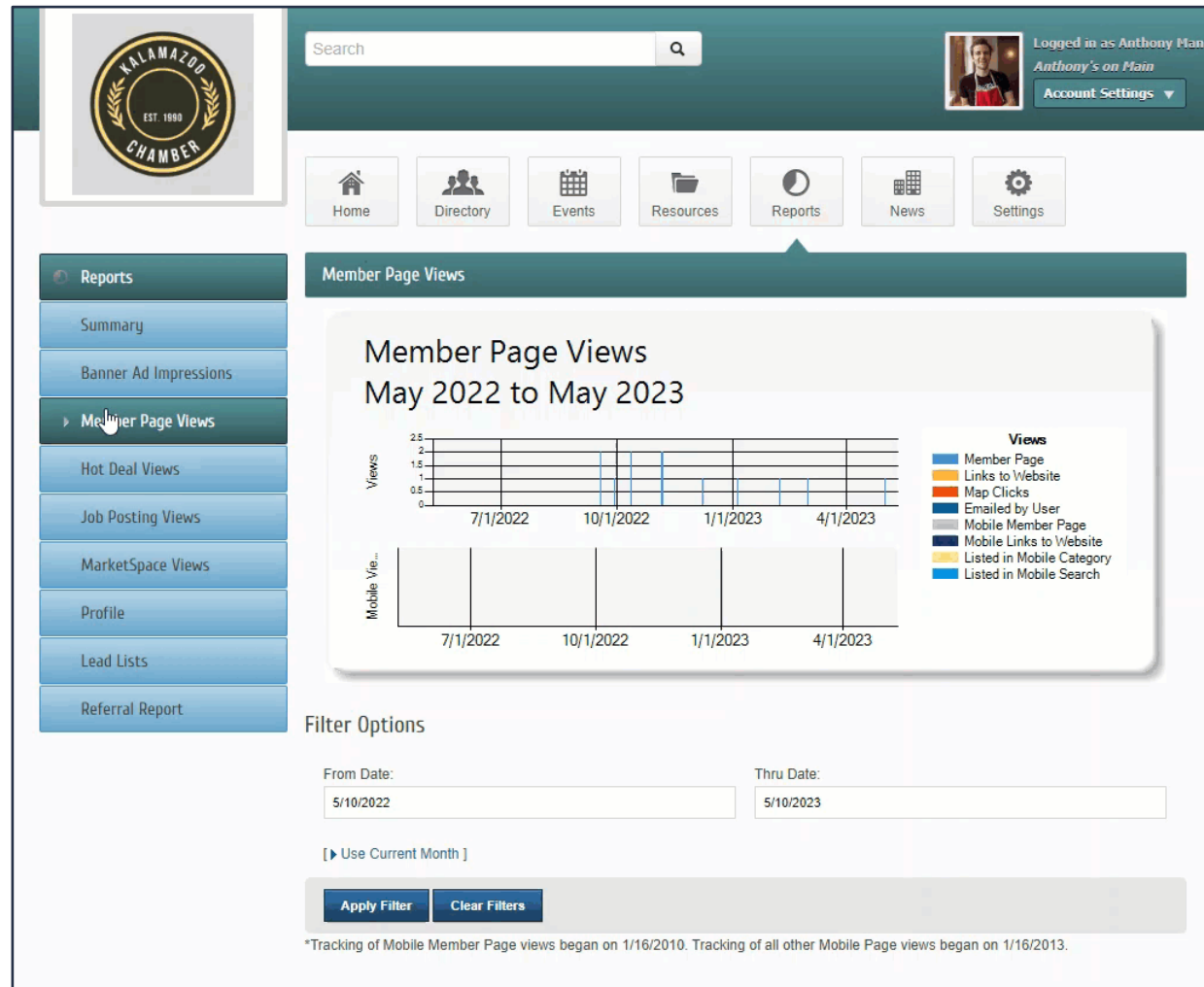
Visitor spending is a measure of the economic impact of tourism on local economies. It includes all purchases made by travelers during their visits including hotels, restaurants, retail shops, attractions, and other businesses that support the visitor experience.

Visitor spending creates job and entrepreneurship opportunities and helps sustain the businesses that residents enjoy, Discover Kalamazoo said.



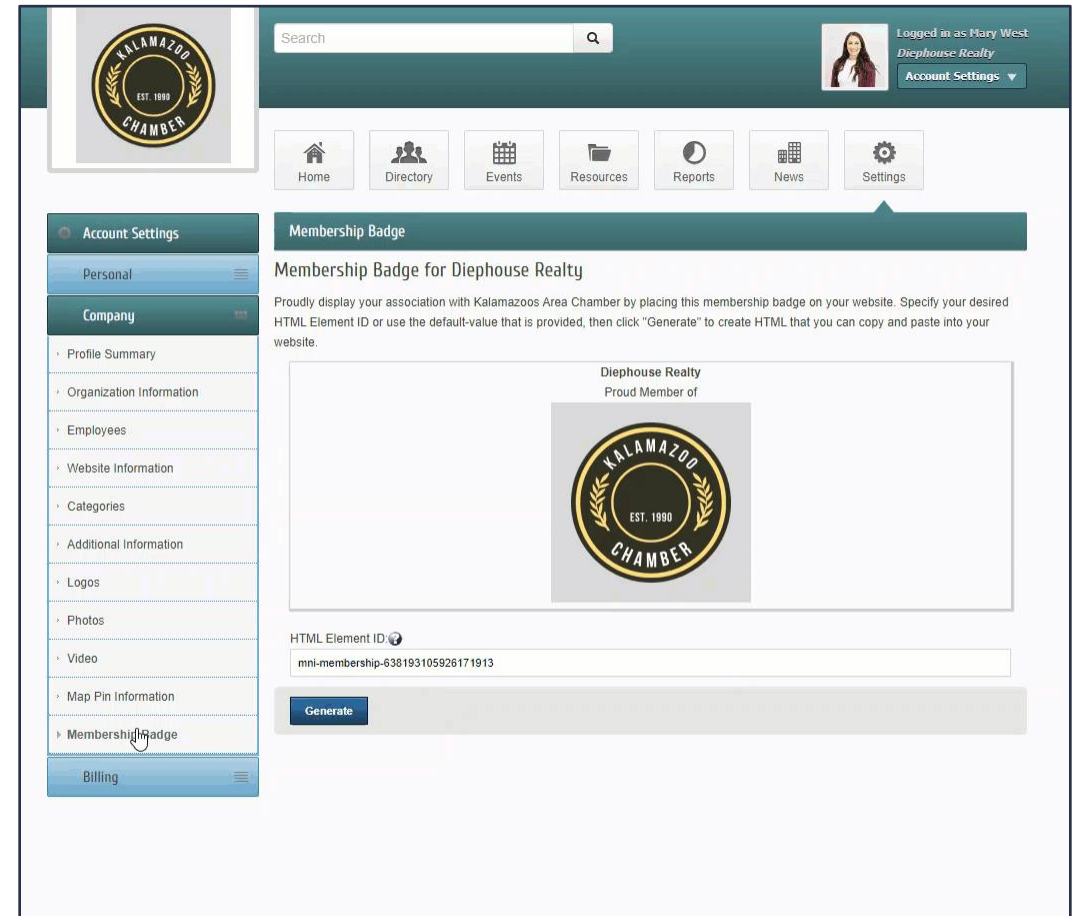
Anthony's on Main
Tony Mane Kalamazoo Tourism
May 10, 2023
(123) 456-77890
[Send Email](#)

Job Postings, Deals, MarketSpace Stats



Underutilized Features

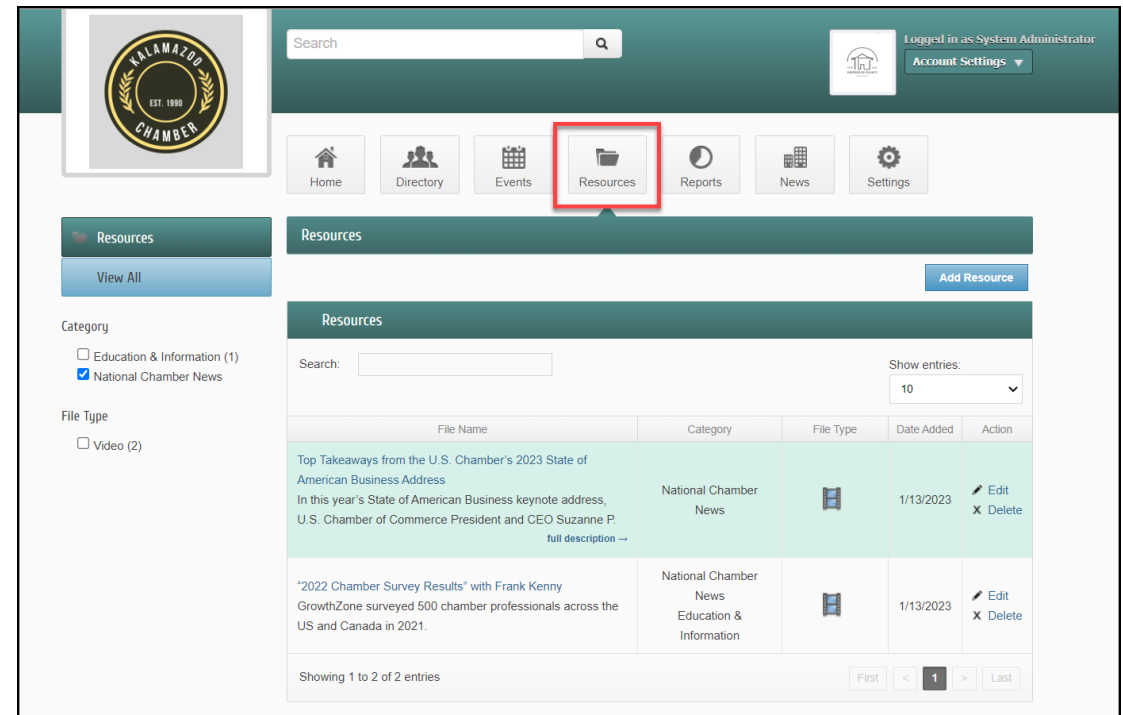
- Membership Badge
 - Similar to a member plaque for windows
 - Displayed on member's website
 - Easily generate HTML to be embedded
 - Links to your organization's website
 - Encourages traffic to your website



The screenshot shows the Kalamazoo Chamber Memberzone interface. On the left is a sidebar with a navigation menu including Account Settings, Personal, Company, Profile Summary, Organization Information, Employees, Website Information, Categories, Additional Information, Logos, Photos, Video, Map Pin Information, Membership Badge, and Billing. The main content area is titled 'Membership Badge' and shows the 'Membership Badge for Diephouse Realty'. It includes instructions to display the association with Kalamazoo Area Chamber and a preview of the badge. The badge is a circular seal with 'KALAMAZOO CHAMBER' and 'EST. 1899'. Below the preview, there is a field for 'HTML Element ID' with the value 'mni-membership-638193105926171913' and a 'Generate' button.

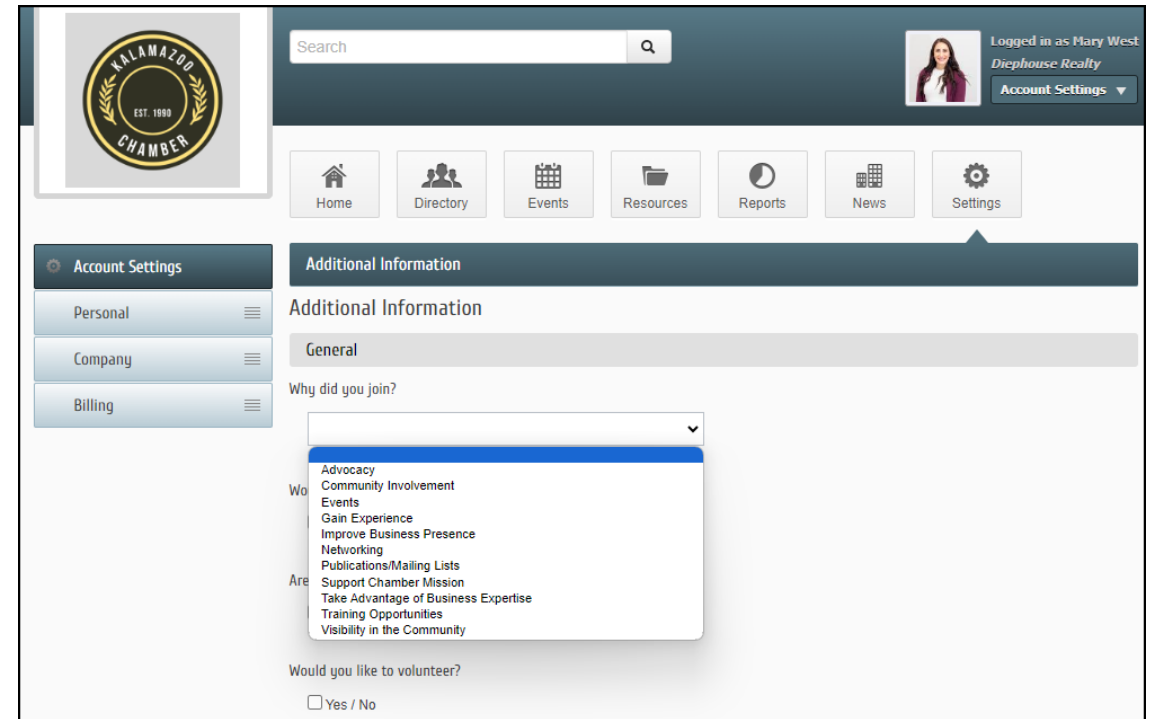
Underutilized Features

- Resources
 - Staff members can share information with members via MIC
 - Document
 - Video
 - URL
 - Restrict access by group
 - Added security
 - Reduce email fatigue
- Resource Usage Report



Underutilized Features

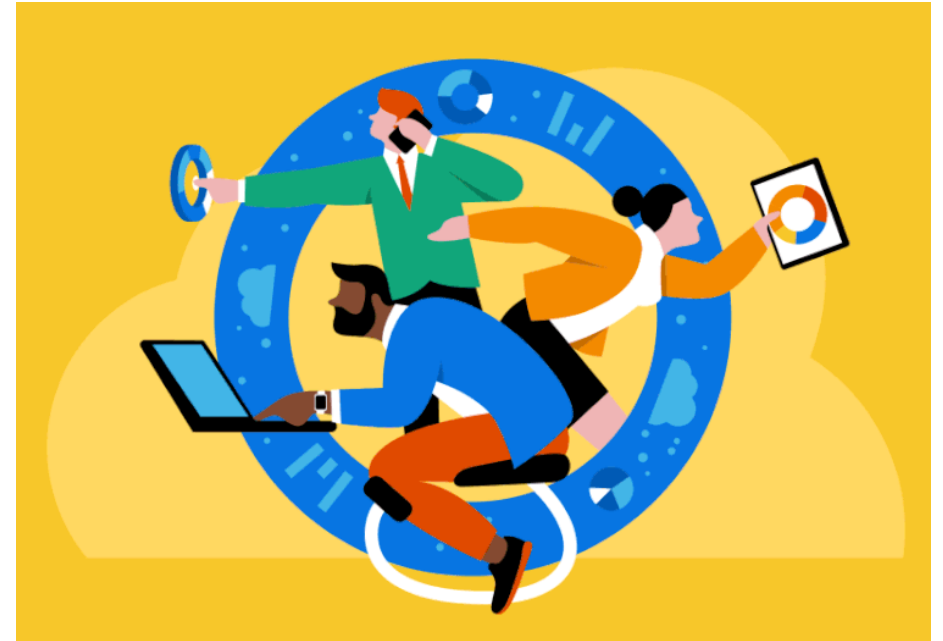
- Custom Fields
 - Allow members to update responses or simply view responses in MIC
 - Run reports on custom field information
 - Variety of custom field types



The screenshot shows the Kalamazoo Chamber Memberzone interface. At the top left is the Kalamazoo Chamber logo. A search bar is located at the top right, next to a user profile for Mary West, Diephouse Realty, with an 'Account Settings' dropdown. Below the search bar is a navigation bar with icons for Home, Directory, Events, Resources, Reports, News, and Settings. The 'Settings' icon is highlighted. On the left side, there is a sidebar with 'Account Settings' and sub-options: Personal, Company, and Billing. The main content area is titled 'Additional Information' and contains a 'General' section. A dropdown menu is open under the heading 'Why did you join?', listing various reasons such as 'Advocacy', 'Community Involvement', 'Events', 'Gain Experience', 'Improve Business Presence', 'Networking', 'Publications/Mailing Lists', 'Support Chamber Mission', 'Take Advantage of Business Expertise', 'Training Opportunities', and 'Visibility in the Community'. Below this, there is a question 'Would you like to volunteer?' with a 'Yes / No' checkbox.

Underutilized Features

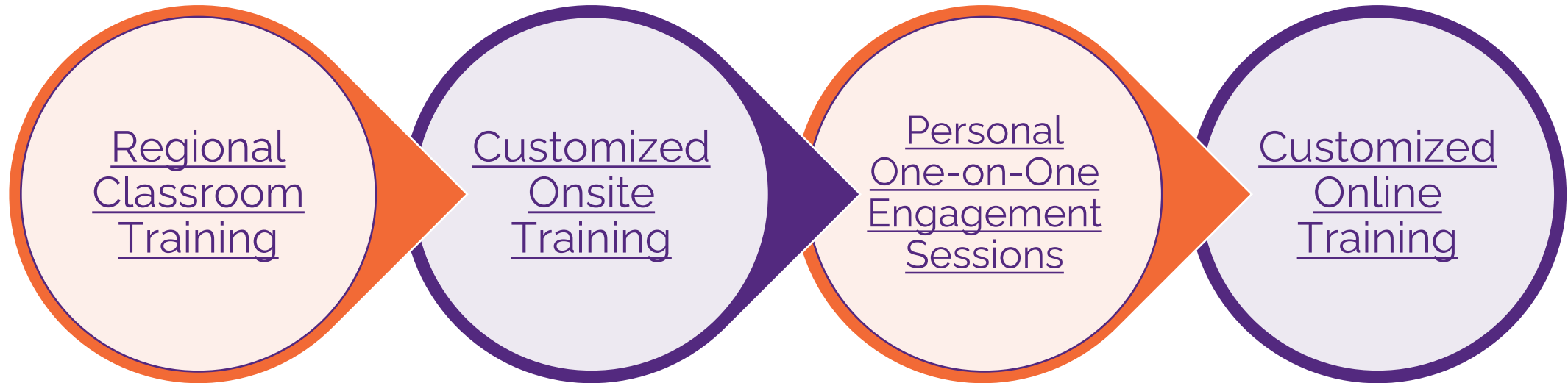
- Custom Fields
 - Image permissions
 - Reason for joining
 - Demographic information
 - How did you hear about us?
 - Continuing education interests
 - Feedback and suggestions
- Create groups based on responses
 - Create target audiences



Training Resources



Expanded Training Offerings



Questions?