



MEMBERSHIP PACKET

Dear Macomb County Business Owner,

I extend an invitation to you become a member of the Macomb County Chamber. Momentum abounds as we offer activities and special events that you can be a part of. Our calendar is filling up, and we can't wait to include **YOU!**

The Macomb County Chamber is the leading voice of business in Macomb County, a catalyst for Economic Growth and Development throughout the County, and we encourage and support collaboration and networking among our membership and the business community at large. We are proud that our 1000 members can say there is always someone new to meet and network with.

This is an opportunity for your company to be seen in the county and beyond as a vital member of economic growth and strength of Macomb. With our large member base, there are opportunities to meet other members in your industry and connect or find a service or product that fits your unique requirements. The possibilities to grow your business are unlimited.

Stand out in Macomb County as a contributor to our International Athena Awards that honors women in Leadership and Mentoring or attend our Hall of Fame induction gala where companies are honored that have contributed to the growth and development of our County.

Some benefits of your membership are:

- A Ribbon Cutting Ceremony (For New establishments, Re-Grand Openings, or Anniversaries).
- Joining one of our established networking groups that meet on a regular basis.
- Attending our monthly Morning Coffee Connections, and Evening Member Mixers.
- Website Listing (Includes Business Name, Info, Map & Link to your website)
- Weekly Newsletter via Email to Primary Members and Representatives
- Post on the Chamber Facebook, LinkedIn, Twitter, and YouTube pages
- Membership Directory Listing
- Marketing opportunities and Sponsorship opportunities
- Attend *"Invite Only"* County Forums
- Recognition as a creditable company in the community
- Face-to-Face contacts with Mayors, County Executive Office & Government Officials during certain organized chamber events
- Committee involvement of interest to add value for your business

I always encourage potential members to visit our website at [MacombCountyChamber.com](http://MacombCountyChamber.com) to view all that is offered and available with membership.

Sincerely,

*David Gier*

Senior Director of Business Development

*Robert Perakis*

Director of Business Development



586-493-7600



28 FIRST STREET, SUITE B  
MOUNT CLEMENS, MI 48043



MACOMBCOUNTY  
CHAMBER.COM

## **Macomb County Chamber L.E.A.D.S.**

Learn. Expand. Associate. Develop. Succeed

A Macomb Chamber L.E.A.D.S. group is a diverse group of people who effectively exchange worthwhile business leads. To find out which groups have industry exclusive openings or to visit a group, call David Gier at (586) 493-7600

### **Weekly Meetings**

#### **L.E.A.D.S. – Clinton Township**

Thursdays at 8:30 a.m. – 9:30 a.m.  
Bender Chiropractic Health and Vitality  
33580 Harper Avenue  
Clinton Township, 48035

#### **L.E.A.D.S. – Shelby Township**

Meets every week  
Wednesdays at 8:00 a.m. – 9:00 a.m.  
(CQT) Close Quarters Tactical  
50485 Utica Road  
Shelby Township, 48315

#### **L.E.A.D.S. – Macomb**

Meets Wednesdays | 8:30 a.m. – 9:30 a.m.  
Matick Toyota  
23405 Hall Road  
Macomb, MI 48043

### **Twice a Month Meetings**

#### **L.E.A.D.S. – Gateway to Macomb**

1<sup>st</sup> and 3<sup>rd</sup> Tuesdays | 8:00 a.m. – 9:00 a.m.  
Great Lakes Restaurant  
36830 Harper Ave  
Clinton Twp., 48035

#### **L.E.A.D.S. – Shelby /Macomb**

Meets 1<sup>st</sup> and 3<sup>rd</sup> Friday | 8:00 a.m. – 9:00 a.m.  
Oakleigh of Macomb  
49880 Hayes Rd.  
Macomb Twp., 48044

### **Twice a Month Meetings**

#### **L.E.A.D.S. – Mount Clemens**

Meets 1<sup>st</sup> and 3<sup>rd</sup> Thursday  
8:00 a.m. – 9:00 a.m.  
The Collaborative  
25 North Main St.  
Mount Clemens, 48043

#### **L.E.A.D.S. – Shelby /Washington II**

Meets 2<sup>nd</sup> & 4<sup>th</sup> Friday | 8:00 a.m. – 9:00 a.m.  
Caliber Home Loans  
51315 Mound Rd,  
Shelby Twp., MI 48316

#### **L.E.A.D.S. – Chesterfield**

Meets 1<sup>st</sup> and 3<sup>rd</sup> Tuesday  
8:30 a.m. – 9:30 a.m.  
Evident Church  
52101 Gratiot Avenue  
Chesterfield, 48051

#### **L.E.A.D.S. – Warren**

Meets 2<sup>nd</sup> and 4<sup>th</sup> Wednesday  
8:30 a.m. – 9:30 a.m.  
American House Park Place  
29250 Heritage Parkway  
Warren, 48092

### **Monthly**

#### **L.E.A.D.S. – Clinton Township II**

Meets 2<sup>nd</sup> Thursdays at 9 a.m. – 10:00 a.m.  
Montclair at Partridge Creek (2nd Thursday)  
17721 Montage West Alternates  
Clinton Township, 48038

#### **L.E.A.D.S. – Clinton Township II Monthly**

Meets 2<sup>nd</sup> Thursdays at 9 a.m. – 10:00 a.m.  
Rose Senior Living (2nd Thursday) Alternates  
44003 Partridge Creek Blvd.  
Clinton Township, 48038



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## ■ BASIC

**\$400\*** PACKAGE INCLUDES:

- Two Eblasts
- One Month Banner Ad
- Vendor Table at Chamber Mixer
- (1) Newsletter Placement
- Social Media Share



## ■ PREMIUM

**\$960\*** PACKAGE INCLUDES:

- Three Eblasts
- Three Months Banner Ad
- Vendor Table at Chamber Mixer
- (1) Newsletter Placement
- Social Media Share
- Enhanced Listing in Directory Online & Print



## ■ PREMIUM +

**\$1,300\*** PACKAGE INCLUDES:

- Four Eblasts
- Six Months Banner Ad
- Vendor Table at Chamber Mixer
- (1) Newsletter Placement
- Social Media Share
- Enhanced Listing in Directory Online & Print



## ■ ELITE

**\$2,600\*** PACKAGE INCLUDES:

- Six Eblasts
- Full Year Banner Ad
- Vendor Table at Chamber Mixer
- (1) Newsletter Placement
- Social Media Share
- Enhanced Listing in Directory Online & Print
- Sponsorship at State of the Community Series



\*THIS OFFER MUST BE CLAIMED WITHIN ONE (1) CALENDAR YEAR OF PURCHASE DATE

MEMBERSHIP \$ \_\_\_\_\_

+ MARKETING \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## TECH-SPECS FOR MARKETING MATERIAL

### EBLAST SPECS

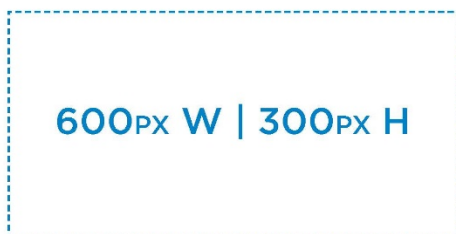


**IMAGE - JPEG, PNG, OR GIF**  
MIN - 600px x 600px  
MAX - 1080px x 1080px

#### TEXT

Keep to 1-2 Paragraphs

### BANNER AD SPECS



CHAMBER HOMEPAGE AD

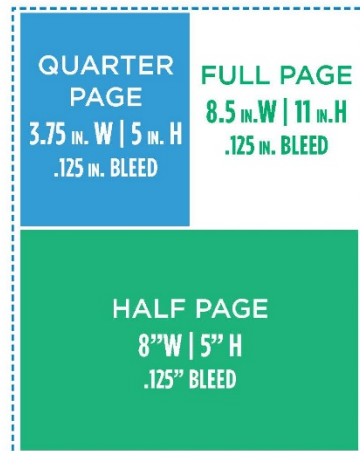


CHAMBER LEADERBOARD AD

#### IMAGE FORMAT

JPEG OR PNG

### DIRECTORY AD SPECS



#### IMAGE FORMAT

PDF OR JPEG



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**BANNER ADS**

Rotating Banner Ads displayed across the our website.  
Average of 100 views per day | 10% clickthrough rate

- ☐ **\$200** - One Month Banner Ad
- ☐ **\$450** - Three Month Banner Ad
- ☐ **\$750** - Six Month Banner Ad
- ☐ **\$1200** - Twelve Month Banner Ad

**NEWSLETTER ADS**

Ad placed in our weekly newsletter  
Sent to 3,300+ destinations

- ☐ **\$200** - Advertorial (Members Only)
- ☐ **\$200** - Advertisement | **\$400** for non-members
- ☐ **\$2,000** -Bi-Weekly Ads | **\$3,500** for non-members
- ☐ **\$5,000** - Exclusive annual Ads | **\$7,500** for non-members

**EBLASTS**

Email message sent out to 3,300+ destinations

- ☐ **\$200** - Single Eblast | **\$500** for non-members
- ☐ **\$400** - Two Eblast | **\$1,000** for non-members
- ☐ **\$600** - Four Eblasts Bundle (Members Only)

**ANNUAL DIRECTORY ADS**

Printed Membership Directory Advertisement  
4000 copies printed each year and distributed throughout Macomb County  
Reaches Chamber Members, Elected Officials, and Municipal Offices.

- ☐ **\$150** - Enhanced Listing in Print + Online
- ☐ **\$1,850** - Full Page Advertorial | 7.5" W x 10" L
- ☐ **\$350** - Eighth Page | 3.5" W x 2.25" L
- ☐ **\$650** - Quarter Page | 3.75" W x 5" L
- ☐ **\$950** - Half Page (Vertical) | 3.75" W x 10" L
- ☐ **\$950** - Half Page (Horizontal) | 7.5" W x 5" L
- ☐ **\$1,850** - Full Page | 7.5" W x 10" L - .125" Bleed
- ☐ **\$2,100** - Premiere Position | 7.5" W x 10" L - .125" Bleed
- ☐ **\$2,100** - Inside Back Cover | 7.5" W x 10" L - .125" Bleed
- ☐ **\$2,250** - Inside Front Cover | 7.5" W x 10" L - .125" Bleed
- ☐ **\$2,350** - Back Cover | 7.5" W x 10" L - .125" Bleed
- ☐ **\$4,750** - Centerspread | 15" W x 10" L - .125" Bleed



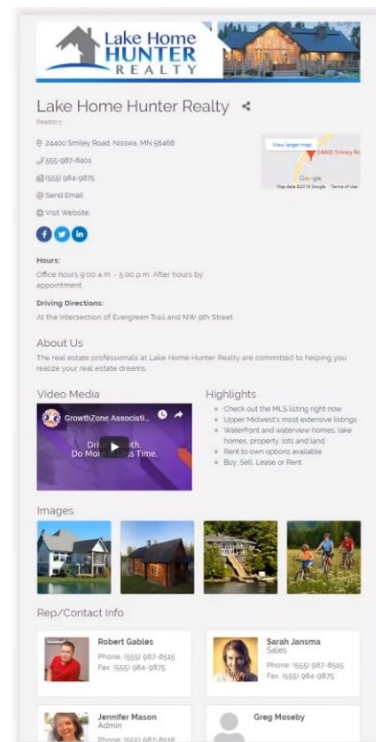
## ENHANCED LISTINGS - \$150

- Your listing will be **Highlighted & Bold** in our printed directory under the alphabetical listing only. (This publication comes out once per year. Your listing will be highlighted in the Alphabetical section when the directory is printed in the edition/year that payment is made.)
- Your logo is listed and your business name will be brought to the top of the alphabetical listing on the website [macombcountychamber.com](http://macombcountychamber.com) Image format: JPEG or PNG.
- A map to your physical location will be listed. Your listing on the map will also include your logo.
- Hours of Operation can be listed separately.
- You have the opportunity to describe “About” your business; few sentences with a brief description of what you would like listed.
- You have the opportunity to add your company reps with headshot to the listing.
- Able to upload images of your business, YouTube hosted video to your listing, and highlights.

### Printed Listing

**YOUR COMPANY**  
**Primary Rep**  
**Street Address, Suite**  
**City, State Zip Code**  
**Phone Number**  
**Website**  
**CATEGORY**

### Online Listing



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## Email Blast Best Practices

Whether it's your grand opening or your company is already well-established, an effective marketing email plan is key to promoting and growing your business, increasing revenue, and selling more stuff.

### Technical details

Use PNG, JPG, or GIF format. You can use PNG. Images should be saved with the RGB color profile or mode, under 5 MB and the max image size is 600 pixels wide, so it's best to size your images with that maximum width in mind. Video is also possible but it must be uploaded by you or your company and a link must be provided. Supported services are YouTube, Vimeo, Bliptv, Vzaar, and Wistia.

### Subject Lines

A successful campaign starts with a subject line that grabs the attention of your subscribers.

It's good to think about which emails in your inbox you open and which ones you delete immediately when you're creating your own campaigns. What makes you want to open an email?

Most people are bombarded with emails every day, so keep yours to the point to make it easy for your subscribers to scan them quickly if they need to.

Use Emojis Carefully. If your email has a more serious tone or your contacts expect conservative content, you might not want to add emoji unless it is relevant. i.e.

✳ Save the date for our Ribbon Cutting

Write short subject lines that *te//* rather than *se//* what's in your email. And be sure to avoid pushy sales copy and gimmicky catchphrases that can annoy subscribers and get your emails caught in spam filters.

### Preview Text

Your preview text is really just another opportunity to message alongside your subject line. This is key to reaching most subscribers who use mobile and most major email applications, the character count they show does vary, so it's often a good idea to:

- Keep preview text on the shorter side, 35-50 characters
- Include main points and buzzwords towards the front
- Include a sense of urgency call out

A simple but effective way to increase your open rates using the preview text is to simply tell people to open the email.



## Email Content

What do you want to say to your audience? You'll want to send emails with purpose, which really speak to your subscribers. Here's an example of outline some general content types:

- Upcoming events
- Introduce your business
- Popular posts from social media, like Instagram or Facebook
- News coverage
- Benefits/Saving Opportunities
- Details about new/featured or new products/services

When designing email blasts, focus on your message and keep your design straightforward. We suggest keeping your email in a hierarchy, putting your most important information or the main takeaway toward the top so people can quickly scan your email if they're short on time. Less is more, since you're trying to get people to visit your site. Spam filters look for certain types of content, so avoid using all capital letters, too many exclamation points, and gimmicky words or phrases.

It's best to have:

- A striking **Photo** to catch people's attention.
- A well written **Headline** and pre-header (if necessary)
- **A Sentence** or 2, that gives your news, business, product, or service. i.e.
  - a. Here's what's happening.
  - b. Here's where it'll be.
  - c. Here's when it starts and ends.
  - d. **A link** directing subscribers where to go. This can be a button or a link in your sentence.

It sometimes helps to get a second pair of eyes on a campaign before you send it. If you have any friends or coworkers who can check your email for typos and give you some feedback on the layout.

## Schedule Your Email

Now you've got your email built you might be thinking "well when is the best time to send it?" The simple answer is midmorning during the work week. We will do our best to work with you to find a time that best fits into ours and your schedule.



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## **SAVINGS OPPORTUNITIES**

**AAA- Insurance** – Special discount to Chamber members on home & auto Insurance.

**Accident Fund** – 5% initial discount with premium dividend refund payments. Members should contact their Accident Fund agent for more benefit information.

**C & G Newspaper** - Purchase one ad and receive one ad free.

**CARE's Worklife Solutions** –Chamber Members can receive a 25% discount off our on-site trainings such as Leadership, Dealing with Difficult People, and Stress Management. Over 30 topics to choose from.

**Comcast Business Services** - Special offers on the “Triple Play” bundle for members.

**Constant Contact** -up to 25% discount on e-marketing solutions.

**Design Financial** - Complimentary health insurance plan design and review for individuals, employer groups, and retirees.

**Edsel & Eleanor Ford House** – Business Class Memberships are available.

**NuEar Hearing Center-** - Complimentary Hearing Screening and 20% off Hearing Aids.

**Office Depot** – Save up to 88% off regular prices for office supplies for our members.

**SCORE (Service Corps of Retired Executives)** – Free business counseling in any field

**Terme Day Spa** - 10% off massage or facial for new customers.

**Total Axe** – 10% off group reservations using the code CHAMBER10 on totalaxe.com



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## **“MEMBER TO MEMBER” DISCOUNT PROGRAM**

This document is to verify your participation in the Macomb County Chamber “Member to Member” discount program.

Your participation in the program is voluntary and can be withdrawn or updated at your discretion. Macomb County Chamber staff will contact you annually to verify your continuation in the program and refresh or update as needed.

Please note: the Macomb County Chamber reserves the right to remove your company from participation should you withdraw your membership or become delinquent for more than 90 days.

The Macomb County Chamber appreciates your participation in this program. We are happy to offer you this opportunity to promote your business and hope you find it beneficial.

Included below are the details of your offer to your fellow Chamber members.

Firm:	
Contact Name, Phone & E-mail:	
Program Description:	
Restrictions:	

The above listing is an accurate description of the “Member to Member” program my company would like to offer to Macomb County Chamber members. This description will be displayed on the Chamber’s website and in the new member Welcome Kit. Members will approach my firm to take part in this offer. Should the need arise; I will contact the Chamber office to verify if a participant is a member in good standing.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Chamber Representative: \_\_\_\_\_ Date: \_\_\_\_\_

**Please fax this form to Macomb County Chamber at 586•493•7602, or mail to 28 First Street, Suite B, Mount Clemens, MI 48043. For further event information, please contact the Macomb County Chamber at 586•493•7600.**



## **FINANCE & OPERATIONS COMMITTEE**

The Finance and Operations Committee maintains a complete understanding of the Macomb County Chamber's financial position at all times. The committee provides oversight of monthly financial statements, membership reports and accounts receivable. The Committee reviews bookkeeping systems and the budget. The Finance committee reviews all expenses and revenue generating activities to ensure their adequacy in meeting the desired membership and financial base of the Chamber. The Committee monitors operations of the Chamber to strive for maximum efficiencies through oversight on personnel, quarters and equipment.

## **MARKETING & PROGRAMS COMMITTEE**

The Marketing and Programs Committee provides oversight to growing awareness of Macomb County Chamber value and programs/services, as well as increasing the effectiveness and professionalism of communications to all stakeholders. It is also responsible for directing and growing the Macomb County Chamber's brand and franchise. This committee provides oversight of the programs/events and member benefits.

## **MEMBERSHIP COMMITTEE**

The Membership Committee develops the Macomb County Chamber's membership recruiting and retention plan. This committee also works to strengthen and grow networking groups.

## **MILITARY & DEFENSE COMMITTEE**

The Governance Committee has four main functions: ▪ Orientation of board members to their role within the organization frame work ▪ Strategic planning and bylaws review ▪ Bi-annual assessment of overall effectiveness ▪ Plan board succession to assure diversity of industry types and geographic representation.

## **PUBLIC POLICY COMMITTEE**

The Public Policy Committee provides a forum for reviewing public policy issues that Impact the economic health and pro-business climate of the community. The Macomb County Chamber is highly respected for its public policy influence and impact. This committee also conducts an extensive interview & rating process for elected officials.

## **AMBASSADOR COMMITTEE**

This committee works as a public relations committee and helps members get other members involved. This committee also hosts ribbon cuttings and attends community events as chamber representatives.



## COMMITTEE INFORMATION

We have several committees available for our members to join. Most meet on a monthly basis (the only exceptions being our event-specific committees).

Please note any committees you might be interested in joining with your contact information and someone from the Chamber will follow-up with you soon.

☐ **FINANCE & OPERATIONS**

☐ **MARKETING & PROGRAMS**

☐ **MEMBERSHIP**

☐ **MILITARY & DEFENSE**

☐ **PUBLIC POLICY**

☐ **Ambassadors**

☐ **Golf Outing**

☐ **Athena Awards**

Company:

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Contact:

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## Political Advocacy & Economic Development

The Chamber focuses on the future by keeping alert to problems that could affect the area's ability to prosper. It works to assemble FACTS, then to interpret facts in the proper PERSPECTIVE, followed by COMMUNICATION of facts and goals to the appropriate parties to facilitate DECISION and ACTION.

### Political Advocacy

Foster a supportive climate for business in Macomb County

- Candidate forums
- Emerging Community issues
- Issue policy development
- Lake St Clair Appreciation Day
- Legislative & local issue monitoring
- Legislative & issue forums
- Candidate Ratings

### Economic Development

A catalyst for businesses in Macomb County and those looking to locate in our county

- Macomb County Planning & Economic Development
- Mount Clemens DDA
- Advancing Macomb
- Selfridge ANG Base
- Manufacturing Day
- Economic Forecast
- State of the County
- Real Estate Forums
- Military Installation support
- Defense Industry Support Initiatives
  - (Macomb is the epi-center for Defense in Michigan)
- U.S. Export Assistance

