



Member to Member Discount Program

This is a FREE voluntary program that will **help you increase your business!** It is as simple as filling out the form below with the discount you would like to offer your fellow Chamber members and we do the rest.

By participating you will be reaching over 600 Chamber Members and ALL their employees as well, giving you over 9,000 potential customers! At the same time you and your employees can take advantage of the discounts offered by fellow Chamber members. Participation promotes shopping local within our own community and your business visibility will be increased each time someone takes advantage of your discount.

The program will be promoted in many new ways including website posting, email blasts, Facebook, posters, and Chamber mailings.

A Chamber representative would be happy to come to your business and meet with you and/or your employees regarding the benefits you are entitled to as a Chamber Member, just give us a call to schedule your visit!

HOW TO PARTICIPATE AND BECOME INVOLVED:

Business Name: _____

Address: _____

Phone: _____ Email _____

Discount Criteria & Program Info.

- Discount must be exclusive to Chamber members rather than a general discount offered through other organizations.
- Discounts must be precise & specific e.g. "Buy 1 entrée and receive complimentary dessert", "20% discount on all services, purchase must be \$50 or more"
- Discount must be ongoing, and not a one-time only offer
- You must notify the Chamber if the discount changes or ends
- Member to Member "cards" will be issued annually in order to identify Chamber members who qualify for the discount

Detail of Discount to be offered:

Restrictions: _____

Company Representative Authorizing Discount: _____

****Please complete & fax back to Kelly B. (585-343-7487)****
Genesee County Chamber of Commerce / 8276 Park Road / Batavia, NY 14020
585-343-7440 / Fax: 585-343-7487 / kbermingham@geneseeny.com



Dear Valued Chamber Member:

Would you like **more** sales? How about **free** advertising? Would you like to form a partnership with fellow Chamber of Commerce members? If you answered yes to any of these questions then we have the perfect opportunity for you! It is as simple as participating in the Chamber of Commerce **Member to Member** Discount program!

This program is a great advertising tool for your business. It will provide an incentive for Chamber of Commerce members to shop locally and support fellow Chamber of Commerce businesses as well as our local economy!

How can you participate? All you need to do is decide on a discount that you would like to offer to other Chamber Members (i.e. free delivery, 5% off, whatever you are comfortable with). **WE** create the advertising and circulate it on our website, in e-blasts, and in member literature to get **YOU** the exposure! Then, watch your sales increase and your Chamber Membership pay for itself.

To take part in this program, please fill out the attached form and return to the Chamber Office. We have also enclosed a list of the current Chamber Member offers who are already participating in the program. Remember, **all of your employees** can take advantage of these discounts so be sure to share it with them!

If you need additional information or have any questions, please contact me at 343-7440 x26. We look forward to your participation in the Chamber **Member to Member** Discount program.

Sincerely,

Kelly Bermingham
Director of Membership

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