

2022 Membership Updates FAQs



Member Value

- **What is the new vision/direction for the SV Chamber for 2022?**
 - The Chamber leadership and board has set new strategic goals to enhance member engagement. As part of this goal, we have launched a comprehensive member recruitment and retention initiative to Reenergize members around value, Reengage current and past membership, and Recruit new members into the Chamber.
- **What are the benefits/value for SV Members?**
 - Customizable member tiers, listing in online directory, member-to-member discounts, member only portal via Chamber website, and more!
- **How will the new vision support/advance the needs of businesses? What changes are being implemented to support members and recruit new members?**
 - The chamber has been actively working on several new initiatives including the launch of a new website which will include a new community job board, community events calendar, and a members only section. The Chamber has is also implementing a new member tier structure to give members the able to customize their memberships based on their business needs. These changes will ensure the Chamber is ensuring the new vision is being implemented by recruiting, reengaging, and reenergizing current and new members by providing customizable and revised member tiers to fit your needs, upgraded website with a members only section, and continuous improvements of Chamber programs.
- **How will the new Members Only Section provide additional value for members?**
 - Items included in the member only section will be downloadable copy of the directory, member to member discounts, member tool kit, affinity program discounts, and more.

New Member Tiers

- **Why were the membership tiers updated?**
 - The Chamber leadership set out to gather input from members to identify challenges and opportunities to enhance the value of membership . Based on that feedback, new membership tiers have been created that allows members to customize their membership based on their business goals and objectives. The new tiers will offer additional options as well as provide new options for members to better leverage their membership value.
- **Did membership pricing increase?**
 - The member tiers are still priced as follows: \$250, \$350, \$500, \$1,000.
- **What are the new member tiers based on?**
 - The new tiers are a point based system. Depending on your membership level, will determine the number of points allotted per year. i.e., \$250 tier= 250 points
- **How are you able to customize your membership?**
 - Each tier are allotted points to use during your membership year. You are able to pick and choose your perks from a menu of items listed on the new tier structure page.
- **Will members be able to post job openings anytime?**
 - Job postings will no longer be a counted "ad" for members. Members will now be able to submit job postings for our new and upcoming online job board. The posting will stay on as long as needed and Chamber staff will reach out monthly to make sure all posts are current.
- **Will current members remain on the current tier structure until renewal?**
 - No, all current members, no matter where at in their membership year will be able to utilize the new tier system.
- **Do members have to track their points throughout the year?**
 - The chamber has a system in place to help track remaining points and will update members as they use their points throughout the year.
- **Do members need to assign all their points at the beginning of their renewal year?**
 - No, members will be able to use their points throughout the year as needed.
- **What happens if a member runs out of points?**
 - Points will renew yearly based on member renewal period. Members can utilize free marketing options such as tagging the chamber in social media posts (Chamber will share tagged posts), as well as submitting events on our community calendar online. Members will receive 3 e-blasts per year on top of their points as well.