

Value-add Criteria

A value-add program through the chambers is **much coveted** due to:

1. Gaining access to chamber membership lists;
2. Building off the chamber's credibility, image and integrity; and,
3. The chamber then assisting with the marketing of the program.

To meet the standards of Chambers Plan another provider would need to:

1. Be a non-profit, similar to chambers;
2. Be **owned** by the chambers;
3. Provide an "**Administration Fee**" to the chambers;
4. Be **exclusive** to chambers (i.e. the services would not be eligible to the "general public" and **if membership is not renewed a firm's access to the program is cancelled**);
5. Provide **rate stability** (for the last ten (10) years Chambers Plan renewals have averaged at 4.4%); and,
6. **Provide customer service above all else.**

History has proven negotiating value-add programs that #4 (exclusivity) is usually the deal breaker. Most "program providers" are not ready to lose business if someone on their program drops their chamber membership. If this is not the case, the program loses all credibility and also puts the credibility of all your other programs at risk.

Ask "a potential new program provider" to provide a **formal** proposal addressing the "value-add criteria":

1. Describe how your program will be delivered to our chamber?
2. How much power will our chamber have in the program administration? (i.e. removing members)
3. How will your program assist with acquiring new chamber memberships?
4. How will your program assist with retaining existing chamber memberships?
5. What would compel and motivate our members to participate?
6. Is the program **unique** (or another association program)?
7. What is the stability of the rates offered?
8. What is the monthly reporting process (sending a list so it can be checked against the membership list)?
9. What would be your process for removing firms who no longer carry a chamber membership?
10. Outline the administration payments our chamber will receive and the process for delivery of same (i.e. monthly/quarterly cheques or direct deposit)?

Most "potential" program providers believe the chamber would be an excellent tool for the delivery of their product or service but really don't want to do any work for that privilege.