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A guide to understanding Chambers Plan

Irven Snider Marketing Award Recipients, Chamber Champions:



2011



2012



2013



2015



2016



2017



2018



2019



Chambers of Commerce
Group Insurance Plan®

Chambers Plan 101

Chambers Plan is YOUR plan and exclusive to YOUR members!! To apply for benefits a business MUST be prepared to be a member of your chamber - there are no exceptions. Chambers Plan **provides a stable stream of NON-DUES REVENUE to your chamber.** In 2018, 37 chambers in Prairie Region (Alberta and Saskatchewan) received more than \$1,000 each month in administration fees. INCREDIBLE!!

The Plan is made available to your chamber through your chamber's membership with the provincial chamber of commerce. It is the **ONLY affinity program which is exclusive to chambers and owned by the chambers.**



As a chamber administrator you need to know:

Chambers Plan offers:

1. **Guaranteed coverage** options for eligible firms including 1-2 life firms, farms and home-based businesses;
2. **Pooled benefits** (for 1-9 life firms), no firm singled out for a rate increase (keeping the annual renewal low);
3. **Comprehensive options** including dental, prescription drugs, disability, critical illness and much more; and,
4. **Tailor-made plans** to suit your members' needs and budgets.

Your chamber's responsibility – marketing:

With the acceptance of the monthly membership fee paid to your chamber, comes the responsibility to:

1. Check the "STATEMENT OF ADMINISTRATION FEES" monthly (ensure every firm has a current membership in your chamber). The statement will also identify those firms paying your chamber's membership dues WITH their insurance premiums. Fantastic retention tool!
 2. Endorse the program; and,
 3. Invest a minimum of 10% of the administration fees paid to your chamber, back into the program (directly or through "in kind" contributions).
- (i.e. Provide space for your advisor at events/trade shows, place Chambers Plan banner/text on your website, send out brochures with any mail-outs, etc.)

Chambers Plan responsibility – providing:

COLLATERAL MATERIAL – In addition to the administration fees, we will provide posters, customized brochures, customized ads, radio copy and website banners to name a few. This is provided to your chamber at **NO COST.**

ADVISORS – Licensed insurance advisors are assigned exclusive marketing territory allowing them to establish strong relationships with the local chambers and businesses.

Most new Chambers Plan firms also results in a NEW chamber membership. In other words **most of our leads and sales are from non-members** (who become members).

The process

1. Any leads received through your chamber should be entered at www.chamberplan.ca/talk/refer. This will ensure a 24-hour turnaround and builds statistics.
2. Our advisors complete all the paperwork and service the firms on the Plan (your members). Any questions regarding Chambers Plan are forwarded to Pam Brace or one of the advisors.

Remember Chambers Plan **belongs to the chambers.** It is a unique benefit **exclusively available** to your members. Non-members cannot access the program.

Johnston Group Inc. based in Winnipeg is the **Chambers Plan administrator.** They look after the underwriting, administration, and claims. Since 2001 Johnston Group has been a recipient of Canada's Top 50 Best Managed Companies Award and is now a Platinum member.

Let's strengthen the partnership between your chamber and Chambers Plan. There is unlimited potential with this unique membership benefit!!

visit
chamberplan.ca
Employee Benefits with a Difference. Simple. Stable. Smart.