



**CHAPEL HILL
CARRBORO**
Chamber of Commerce
It's smart business.

[MEMBER TO MEMBER BENEFITS APPLICATION]

Sign and Return Laura Morrison • lmorrison@carolinachamber.org • Fax: 968-6874

Member to Member Benefits are a great way for Chapel Hill-Carrboro Chamber of Commerce members to offer discounts and special promotions to fellow Chamber members. Benefits offer positive exposure for your business and can add value to your membership through increased business with Chamber members. Any member in good standing may request to offer a Member to Member Benefit; however, the Chamber reserves the right to refuse any Benefit request. We will not accept Benefits that offer discounts to every customer or client; Benefits must be offered to Chamber members exclusively.

WHAT MEMBER BENEFITS DO FOR YOU:

- Benefits expose your business to more potential clients and customers.
- Member to Member Benefits help you market to Chamber members and their 50,000 employees.
- Member to Member Benefits are free advertising for your business. Your Benefit will be listed online and new Benefits are published in Business Matters, our E-mail newsletter.
- Special offers create a loyal customer base within your Chamber peer network.
- Benefits are affordable for everyone - listings are FREE.

Please fill out the form below and return it to Laura Morrison, Member Relations Coordinator, at lmorrison@carolinachamber.org, or fax the form to 919.968.6874. Upon receipt of your application, Chamber staff will process your Benefit. If your Benefit is approved, staff will notify you of the approval, put your Benefit up on our Member to Member Benefits Web page, publish your Benefit in our next Business Matters e-mail, and notify you when your Benefit is set to expire.

MEMBER ORGANIZATION

ADDRESS	CITY	STATE	ZIP
CONTACT NAME		TITLE	
PHONE	WEB SITE ADDRESS	EMAIL	

DESCRIPTION OF YOUR MEMBER TO MEMBER BENEFIT (50 WORDS OR LESS): _____

ESTIMATED VALUE TO MEMBERS: _____

*Note that your Member to Member Benefit will expire six months after its activation. Chamber staff will contact you when your benefit is due to expire. If you'd like to continue to offer your Benefit, please renew the Benefit at the time of its expiration. **DISCLAIMER: The companies that are listed on the Member to Member Benefits page have volunteered to offer Benefits to other Chamber members. These Benefits are not officially endorsed by the Chamber. Please keep track of how often your Benefit is used, honor your Benefit to all current Chamber members, notify us of any changes in your Benefit, and contact us if any problems arise from your Benefit.

AUTHORIZED SIGNATURE: _____ DATE: _____

OFFICE USE ONLY - DATE APPLICATION RECEIVED: _____ BENEFIT EXPIRATION DATE: _____
BENEFIT APPROVED: Y / N BY: _____ DATE BENEFIT PLACED ONLINE: _____

WHAT ARE MEMBER TO MEMBER BENEFITS?

- Member to Member Benefits are discounts or special promotions offered exclusively to Chamber members by Chamber members.
- Member to Member Benefits fall into two categories: Business Benefits and Consumer Benefits. Business Benefits are those Benefits that help you reduce your business' operating costs, and Consumer Benefits are those Benefits that save you money on personal goods and services. Chamber staff will determine whether your Benefit is a Business Benefit or a Consumer Benefit.

WHAT DO MEMBER TO MEMBER BENEFITS DO FOR ME?

- Benefits expose your business to more potential clients and customers.
- Member to Member Benefits help you market to Chamber members and their 50,000 employees.
- Member to Member Benefits are free advertising for your business. Your Benefit will be listed online and new Benefits are published in Business Matters, our E-mail newsletter.
- Special offers create a loyal customer base within your Chamber peer network.
- Benefits are affordable for everyone - listings are FREE.

WHO CAN OFFER MEMBER TO MEMBER BENEFITS?

- Any current Chamber member in good standing with the Chamber may offer a Benefit to other Chamber members. To offer a benefit, Chamber members must submit an application; however, the Chamber reserves the right to refuse any Benefit request. We will not accept Benefits that offer discounts to every customer or client; Benefits must be offered to Chamber members exclusively

WHAT HAPPENS AFTER I SUBMIT A MEMBER TO MEMBER BENEFIT APPLICATION?

- After you submit your Member to Member application, staff will process the application and review your Benefit.
- If your Benefit is approved, staff will activate your Benefit by publishing the details of your Benefit on our Member to Member Benefits Web page (carolinachamber.org/m2m/) and in Business Matters, our E-mail publication.
- Your Benefit will expire six months after its activation. Staff will notify you when your Benefit is set to expire, and if you choose to maintain your Benefit, we'll ask you to fill out a renewal application at the time of your Benefit's expiration.

WHAT ARE MY RESPONSIBILITIES WHEN I OFFER A MEMBER TO MEMBER BENEFIT?

- The Chamber expects you to honor your Benefit for all current Chamber members.
- Keep track of how many times your Benefit is used.
- Optional - Renew your Benefit when it is up for expiration.
- Notify Chamber staff of any problems that arise from your Benefit.

If you have questions or concerns regarding the Member to Member Benefit program, contact Laura Morrison at 357.9989 or lmorrison@carolinachamber.org.

