



# "We Mean Business"

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### **MEMBER -TO -MEMBER DISCOUNT PROGRAM**

The Member-To-Member Discount Program encourages over 200 chamber members and their employees to prefer other chamber members when making buying decisions. This card entitles the bearer too many valuable discounts at the participating member business. The Program is a great way to attract customers, build relationships with customers, save money and strengthen our local economy.

#### **WHAT TYPE OF DISCOUNTS CAN BE OFFERED?**

Any! Some that could be offered include a percentage off the purchase price, such as 10% off Lawn Care or 10% off flowers from a florist. You could also offer a "Bonus". For example, if you operate a restaurant, you may want to offer a "Free" dessert with a customer's meal.

Be creative! You may want to keep in mind that to be ***effective and popular***, the discount or bonus should be substantial enough to attract attention.

The Anderson county Chamber of Commerce will promote this program and your discount at every opportunity, including monthly membership mailings, email blast, e- newsletter, and new member packets and on our website. The chamber will issue member discount cards to all members.

#### **WHAT ARE THE GUIDELINES?**

- The member must be in good standing with the Anderson County Chamber.
- The participant must offer an exclusive discount/program to the chamber members, over and above what non-members would receive.
- The participant can review and revise their offer for the Member-To-Member Discount Program/Promotion every six months. The participant agrees to abide by their discount/program and fully understands that it is their responsibility to notify the Chamber of any and all changes immediately.
- The participant agrees to educate employees about the member-To-Member Discount Program and agrees to display the Member-To-Member Discount Decal at their business, indicating their participation in the program.
- The participant agrees to contact the Chamber in writing if they wish to terminate their participation in the Member-To-Member Discount Program.

## **TIPS FOR SUCCESS:**

- **Educate your Employees.** Utilize the Program description sheet to inform your employees about the ACCOC Member-To-Member Discount Program. Place this information in a break room or common area that employees share.
- **Track your results.** If possible, record the number of discounts issued per month to measure the business traffic of Chamber Members. Chamber staff will also utilize this information each month to monitor the participating business in discount program. Please be patient, as this is a new program.
- **Market your business.** By using the window decal at your business and at point of sale, Anderson County Chamber Members will know that you are a participating business in the discount program.

**Connect to the collective power of the Anderson County Chamber of Commerce through the Member-To-Member Discount Program. If you would like to participate, submit the attached application or download it at [www.andersonchamberky.org](http://www.andersonchamberky.org).**



Look for this icon. We will take it from there and add your discount to the directory of “Discounts”

Anderson County Chamber of Commerce | 100 North Main Street, Suite 213 | Lawrenceburg, KY 40342 |

Ph: 502-839-5564 | Fx: 859-400-0458 | [accoc@andersonchamberky.org](mailto:accoc@andersonchamberky.org)



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**MEMBER – TO – MEMBER DISCOUNT PROGRAM APPLICATION**

Member Company- Name \_\_\_\_\_

Company Website \_\_\_\_\_

Company Representative \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Discount Criteria to be offered (i.e. 10% off all non-sale items, free dessert with dinner purchase...)  
please print

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Note:** All discounts must be specific discounts for Chamber Members and should not include discounts otherwise available to the general public.

Expiration Date of Discount\* (if any) \_\_\_\_\_

*This discount or bonus will continue to be promoted by the ACCOC as stated on this form until the expiration date noted above.*

**I hereby agree to abide by the above information to honor the discount(s) stated and fully understand that it is my responsibility to notify the Chamber office of any and all changes immediately.**

Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

Return to: Anderson County Chamber of Commerce | 100 North Main Street, Suite 213 | Lawrenceburg, Ky 40342 |

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For questions, contact: Catherine Myers/ Executive Director 502.839.5564