



MEMBER-TO-MEMBER DISCOUNT PROGRAM

The Member-To-Member Discount Program encourages over 1,500 Chamber members and their employees to prefer other Chamber members when making buying decisions. The card entitles the bearer to many valuable discounts at participating member businesses. The Program is a great way to attract customers, build relationships with customers, save money and strengthen our local economy.

What types of discounts can be offered?

Any! Some that could be offered include a percentage off the purchase price, such as a 10% off car detailing or 10% off dry cleaning. 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 Greater Akron Chamber will promote this program and your discount at every opportunity, including monthly membership mailings, email blast, e-newsletter, new-member packets and on our website. The Chamber will issue Member-To-Member Discount cards to all members.

What are the guidelines?

- The member must be in good standing with the Greater Akron Chamber.
- The participant must offer an exclusive discount/promotion to 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 every six months. The participant agrees to abide by their discount/promotion 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 Program 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 Greater Akron Chamber 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 Greater Akron Chamber members. Chamber staff will also utilize this information each month to monitor the success of the program.
- **Market your business.** By using the window decal at your business and at points of sale, Greater Akron Chamber members will know that you are a participating business in the discount program.

Connect to the collective power of the Greater Akron Chamber membership through the Member-To-Member Discount Program. If you would like to participate, submit the attached application or download it at www.greaterakronchamber.org. The Greater Akron Chamber staff will take it from there and add your discount to the “Directory of Discounts”.



Member-To-Member Discount Program Application

Member Company Name _____

Company website address _____

Company Representative _____

Address _____

Phone Number _____ Email Address _____

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

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

Expiration Date of Discount* (if any) _____

*This discount or bonus offer will continue to be promoted by the Greater Akron Chamber 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 of any and all changes immediately.

Signature _____ Title _____ Date _____

Return to:

Greater Akron Chamber * 1 Cascade Plaza 17th Floor * Akron, OH 44308 * 330.376.5550 * Fax 330.379.3164

For Questions Contact: Jeff Walmsley @ (330) 237-1214 or walmsley@greaterakronchamber.org