

Membership

Execute recruitment engagement and recruitment strategies to grow the organization and offer networking opportunities



Robert Swanigan, Vice President

Robert Swanigan is the Assistant Chief of Police with the **Georgetown Police Department**.

He began his law enforcement career in 1992 with the Georgetown Police Department. Over his 25 year career Robert worked his way through the ranks of the department serving as a Patrolman, Sergeant, Lieutenant, Captain and his current rank of Assistant Chief of Police. Robert is a graduate of the United States Secret Service's NCFI Computer Forensics Program and the FBI National Academy in Quantico, Virginia.

A lifelong resident of Scott County, Robert and his wife Shannon have three children, Drew, Sara and Kayden. In addition to his law enforcement career, Robert enjoys working as a NCAA / NAIA Basketball Referee. In his free time he enjoys spending time with his family and friends and photography.

Objective: Recruit a minimum of 110 new members with a net positive growth of 25

- Action: Employ part time individual for recruitment and retention of membership.
- Action: Implement multi-touch prospective member program.
- Action: Implement multi-touch retention program.

Objective: Add value to membership through recognition

- Action: Collaborate with local paper for new section; "Businesses You Should Know".
- Action: Recognize members at milestone membership years via congratulatory letter and listing in Georgetown News Graphic.
- Action: Recognize 35+ years members at annual banquet via banquet program, Powerpoint, and from the podium
- Action: Recognize members with "Business Spotlight" in the Chamber Newsletter and on Facebook
- Action: Recognize members anniversaries quarterly in the Chamber Newsletter and on Facebook.

Objective: Ambassador Program Addition

- Action: Develop "Buddy" program for new members

Objective: Continue to enhance networking opportunities

- Action: Host Speed Networking quarterly.
- Action: Host Membership Breakfast quarterly.
- Action: Expand Let's Eat Program by connecting program to the Chamber Luncheon Non-Profit of the Month.
- Action: Allow prospective members to attend two events as an introduction to the Chamber (luncheon and/or BAH).

Objective: Student Membership

- Action: Work with Georgetown College to implement student membership program.
- Action: Expand Student Lunch Program visibility.

Objective: Member-to-Member Discount Program

- Action: Incorporate into Chamber messaging the importance of doing business with members utilizing the slogan "Members First".
- Action: Identify Chamber members willing to offer discounts to other members and incorporate onto the Chamber website and Facebook page.
- Action: Develop membership card for M2M program.
- Action: Work with Communications & Marketing on promoting of M2M program through social media & Chamber website.



NETWORKING IS THE KEY TO SUCCESS!

There are many ways to get involved with your Chamber of Commerce.

New business, anniversary, open house... Let us do a Ribbon Cutting!

Attend events such as monthly "Let's Eat", Luncheons and BAH's; quarterly Membership Breakfast, Seminars and Speed Networking; annual Legislative Breakfast, Awards Banquet, Keeneland Outings & Golf Tournament.

Host a Business After Hours

Become a vital part of the Chamber by becoming an Ambassador! You will be networking your business while being a liaison for your Chamber members.

Member to Member **ONLY** discount program