



MEMBER-TO-MEMBER DISCOUNT PROGRAM

The Member-To-Member Discount Program encourages over 730 Chamber members and their employees to support 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 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 or drink 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 Petoskey Regional Chamber of Commerce (PRCC) will promote this program and your discount. It will be promoted in e-mails, on the website and in the printed Member-To-Member Discount cards issued to all members.

What are the guidelines?

- The member must be in good standing with the PRCC.
- The participant must offer an exclusive discount/promotion to Chamber members, over and above what non-members would receive.
- The participant agrees to abide by their discount/promotion until December 31, 2012.
- The participant agrees to educate employees about the Member-To-Member Discount Program and agrees to display the Member-To-Member Discount Program sticker at their business, indicating their participation in the program.

Tips for success:

1. Educate your employees. Inform your employees about the PRCC Member-To-Member Discount Program. Place this information in a break room or common area that employees share.

2. Track your results. If possible, record the number of discounts issued per month to measure the business traffic of PRCC members.

3. Market your business. By using the sticker at your business and at points of sale, PRCC Chamber members will know that you are a participating business in the discount program.

If you would like to participate, submit the attached application by July 22, 2011. Call Lisa Hoyt at 347-4150 or e-mail lisa@petoskey.com with any questions.



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. This discount or bonus offer will continue to be promoted by the PRCC until December 31, 2012.

I hereby agree to abide by the above information to honor the discount(s) stated until December 31, 2012.

Signature _____ Title _____ Date _____

Return by July 22, 2011 to:

Petoskey Regional Chamber of Commerce, 401 E. Mitchell St., Petoskey, MI 49770

For Questions Contact: Lisa Hoyt @ 347-4150 or lisa@petoskey.com.

