

Recruiting Process

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**John Maxwell author of
The 21 Irrefutable Laws of Leadership**

EVENT

Encourages Decisions

Motivates People

Is a Calendar Issue

Challenges People

Is easy

➤ **Fall Roundup**

➤ **Spring Branding**

PROCESS:

Encourages Development

Matures People

Is a Cultural Issue

Changes People

Is Difficult

**Ongoing function of a committed group or
team of people interested in the long term
health and well being of a chapter.**

Recruiting Process
Mailing Process

- 1) Begin by mailing 25 letters a day to your Chamber List
 - Use letter 1,2,& 3 in rotation or just letter 1
 - Expect a 5% response
- 2) Send a follow up letter to all who attend the meeting.
- 3) Follow up with a phone call to find out when they can come to another luncheon.
 - Expect 40-50% of the people who come to your meeting to join.
- 4) After 3 rounds of mailings follow up with a phone call to all members at 10 calls a day.
- 5) Of your data base **you can count on** 2%-3% joining your Ambucs Chapter.

Please note that it is unwise to send more than 100 letters per week as you may have more guests than you can comfortably handle.

If your Chamber membership is 400 you could mail every member in one month at 25 letters a day and using the second and third letters may be appropriate. If your Chamber membership is larger you can use only letter # 1.

CHAMBER CONTACTS

Data Source

- **Rockford** www.rockfordchamber.org
1300 members
- **Bloomington** www.mcleancountychamber.org
1200 members
- **Loves Park** www.parkschamber.com
400 members
- **Winnebago** www.winnebago.com
80 members
- **Sullivan** www.sullivanchamber.com
192 members
- **Springfield** www.gsccl.org
1238 members
- **Decatur** www.decaturchamber.com
800 members
- **Jacksonville** www.jacksonvilleareachamber.org
Unknown
- **Danville** www.vermillionadvantage.com
79,000 population
- **Champaign** www.champaigncounty.ort
1300 members

Letter (1)



««AddressBlock»»

««GreetingLine»»

My name is Steve Reeser, I'm a member of AMBUCS, the American Business Clubs Edmond Chapter. I would like to invite you to one of our lunch meetings on Fridays to introduce your business to our club, make some new friends, and hopefully network with some of our members. If you can make it this Friday please call me at any of the numbers listed below and I'll be sure to save a seat for you. Lunch is on me. Please find one of my business cards with this letter.

Sincerely,

Steve Reeser
Keller Williams Realty
10 East Campbell
Edmond, OK 73034

Off 405-330-2626
Mo 405-476-6572
Steve@SteveReeser.com

Letter (2)



««AddressBlock»»

««GreetingLine»»

My name is Steve Reeser. I'm a member of AMBUCS the American Business Clubs Edmond Chapter. I've written you before about attending one of our business luncheons on Friday's. I know your time is precious but I would like to extend the invitation again in hopes that you can make it some Friday to introduce your business to our club, make some new friends, and some new business contact. If you can make it this Friday please call me at any of the numbers listed below and I'll save a seat for you. Lunch is on me. Please find one of my business cards with this letter.

Sincerely,

**Steve Reeser
Keller Williams Realty
10 East Campbell
Edmond, OK 73034**

**Off 405-330-2626
Mo 405-476-6572
Steve@SteveReeser.com**

Letter (3)



««AddressBlock»»

««GreetingLine»»

My name is Steve Reeser. I'm a member of AMBUCS, the American Business Clubs Edmond Chapter. I've written you before about attending one of our business luncheons on Friday's. I know your time is valuable and I think you'll find it worth your while to attend one of our meetings to introduce your business to our club, make some new friends and business contact. If you can make it this Friday please call me at any of the numbers listed below and I'll save a seat for you. Lunch is on me. Please find one of my business cards with this letter.

Sincerely,

**Steve Reeser
Keller Williams Realty
10 East Campbell
Edmond, OK 73034**

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Follow up
letter



New York Life Ins.
Attn: Hub Caldwell
3030 NW Expressway Ste 1800
OKC, OK 73112

Hub,

Thank you for coming to **Ambucs**. I hope you enjoyed your time with us as much as we enjoyed having you attend. I've enclosed some material about **Ambucs** with this letter. When you have moments please read it and call me if you have any questions.

You are always welcome as my guest any Friday. I hope to see you again soon.

Sincerely,

Steve Reeser

Keller Williams

10 East Campbell

Edmond, Oklahoma 73034

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Mo 405-476-6572

Fax 405-330-2627

Steve@SteveReeser.com

**#1 Response to the First
Ambucs Meeting...**

I NEVER KNEW
AMBUCS WAS
LIKE THIS!

Recruiting Process

Membership Committee:
6 Members.

