

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

The Member-To-Member Discount Program (MTM) encourages Chamber members and their employees to prefer other Chamber members when making buying decisions. Membership entitles members, their employees and families too many valuable discounts & special offers 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 Riverbank Chamber will promote this program and your discount at every opportunity, including membership mailings, email blast, e-newsletter, new-member packets and on our website.

### **Earn Special Recognition and Valuable Prizes with our MTM Awards Program**

The Chamber also issues Member-To-Member participation tickets to encourage members to patronize your business or organization. Members who take advantage of your MTM discount, special offer or buy your products and/or services will receive a MTM participation ticket from you (each member business or organization will receive tickets to give away to member patrons), which will then be entered into a monthly Chamber drawing for an opportunity to win valuable prizes for themselves and for the business or organization they work for. The Chamber plans to initially be giving away dinner for 2 gift certificates purchased from local member restaurants to give away for the MTM Award. The business or organization with the winning member will also receive recognition for the award on behalf of the winning member on the Chamber's web site, the Chamber's email list, the Riverbank newspaper, and at Chamber mixers.

## **Rules & Conditions for Member To Member Discount Program**

- The member must be in good standing with the Riverbank Chamber of Commerce.
- 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. You can utilize the Chamber's MTM Award brochure to inform your employees about the Program. Place this information in a break room or common area that employees share.
- The participant agrees to contact the Chamber in writing if they wish to terminate their participation in the Member-To-Member Discount Program.
- Track your results. If possible, record the number of discounts issued per month to measure the business traffic of Riverbank Chamber members.
- Chamber staff will track MTM participation tickets each month to monitor the success of the program.
- Market your business by using a window sign, point of sale sign, and advertising for your business that you support and honor the Chamber's MTM Awards Program.
- Connect to the collective power of the Riverbank Chamber membership through the Member-To-Member Discount and the MTM Awards Program.
- If you would like to participate, submit your application to The Riverbank Chamber of Commerce and you will be added to our Member To Member Directory of Discounts.

Mail application to:

Riverbank Chamber of Commerce • P.O. Box 340, Riverbank, CA 95367

or drop application off to Jerry Van Houten, American Asset and Wealth Management

3202 Atchison Street • Riverbank, CA. Questions? Call: Jerry Van Houten – 209- 869-8201

You can e-mail your questions or comments to us at [jvanhouten@riverbankchamber.org](mailto:jvanhouten@riverbankchamber.org)

