

Guidelines for CV LeTip Member Participation at Chamber of Commerce Mixers/Functions

Our attendance and participation at Chamber Mixers in Castro Valley, Hayward and San Leandro is designed to accomplish 3 very important things:

1. Directly promote our Chapter to potential members and extend invitations for breakfast
2. Develop a “prospect list”, via the gathering of business cards, that we can continually market to, and
3. Demonstrate our commitment to serving the communities and being an active part of local business activities.

The Schedule lists groups of three members who will attend Chamber mixers each month in each of the 3 communities. This is Mandatory Attendance, and failure to be there will result in a fine.

Members should promote LeTip by handing out breakfast invitation cards, extending an invitation to our next breakfast meeting or Social, and collecting the cards of other attendees. Asking “How are you currently marketing your business?” is a great way to introduce networking.

Another non-threatening ice-breaker is “My networking group is looking for a qualified (Plumber, veterinarian, beautician, etc) that we can send all our (plumbing, veterinary, etc) referrals to, do you know anyone in that field you’d recommend?” Cards, with appropriate notations on the back, should be brought to the next Chapter breakfast meeting and given to the membership chair.

The membership committee will follow up with individuals through phone calls and letters, and will develop a “drip marketing” mail campaign as we build our prospect list.

IMPORTANT: the schedule posted on CVLeTip.com includes links to the 3 chamber websites. **It is the scheduled member’s responsibility to visit the chamber website** to determine the time and location of the event they are scheduled to attend.