



Member Journey 2.0 *For members in their 2nd+ year of membership*

The Forever Loop – a customized member journey experience that caters to the unique and individual needs of each member.



Weekly

- eNews is sent to all members every Friday (Marketing Team)
 - The email is also forwarded to any industries that may be especially interested in/impacted by the content
- Social media posts via Facebook, LinkedIn, and Instagram
 - Tag, comment, and share (Entire Staff)
- Intentional Outreach (Entire Staff)

Monthly

- Chamber magazine is delivered via mail and email
 - Magazines are delivered to or forwarded electronically to members who are highlighted in the magazine (Membership Team)

Bi-Annually

- West Coast Cash Communication
 - Once a year in January, we will email the merchant contact person and the primary rep with their redemption numbers for the previous six months. This email will also include program sales totals, advertising info, and general program info. (Membership Team)
 - Once a year in October/November, we will send an email to all merchants with tips and updates about the West Coast Cash program.

Annually

- 6-month Member Outreach
 - Members in month 6 of their membership will receive personalized communication from a staff member, Ambassador, or Board Member. The list will be sorted and assigned (Membership Team)
- Accident Fund Check Delivery
 - Members that participate in Accident Fund receive yearly dividend checks in the spring. This is promoted through social media and at a spring Wake Up West Coast breakfast. Staff hand delivers the checks to local agents.
- Renewal and Anniversary Shout Outs in Chamber Magazine
 - The previous month's membership renewal will be recognized in *The West Coast Way* magazine

Additional Outreach

- Customized touchpoints are tracked and managed in GrowthZone (Membership Team)