

New Member Journey *First year of membership*

Week One

- New Member Setup (Membership Team)
 - Add "New Member Journey" Template in GrowthZone
 - Activate membership and setup billing
 - Confirm directory listing is active
 - Set primary rep and user settings
- Send "[Your New Member Journey Starts Here](#)" email to the new member. Personalize as appropriate (Membership Team)
 - Add Member to Automated New Member Journey Group
- Membership Team shares at the next staff meeting (and has recorded in GZ) details about the new member (Membership Team)
- If member joined without any prior meeting with Chamber Staff, the Membership Team calls to set up Discovery Meeting (Membership Team)
- New Member's social media pages (Facebook and Twitter) are "Liked" by the Chamber Account (Marketing Team)
- Chamber Team connects with the primary and billing reps on LinkedIn with a welcome message
- [Automated Email #1](#) "Welcome to the West Coast Chamber" is sent from Jane (5 days after added to New Member Journey Group)

Month One

- Membership Team has had a Discovery Meeting in-person, virtually, or over the phone (Membership Team)
- New member has had their picture taken or has provided a picture/logo and is scheduled to be welcomed on Facebook (Marketing Team)
- 2-3-week new member personalized follow-up email including a program or benefit has been sent (Membership Team)
- [Automated Journey Email #2](#) "Membership Marketing Resources" is sent from Chamber Team (14 days after Email #1)

Month Two

- New Member is welcomed in *The West Coast Way* Magazine (Marketing Team)
 - Link to the magazine new member page is emailed to the member to say welcome (Membership Team)
- The new member list is shared at the Monthly Ambassador Meeting (Membership Team)
- [Automated Journey Email #3](#) "Support Local Through Your Membership" is sent from Chamber Team (30 days after Email #2)

Quarter One

- New member attends Maximize your Membership (Membership Team)
- "Your West Coast Chamber Ambassador" email is sent to connect the New Member to their Ambassador (Membership Team)
 - Ambassador records feedback from phone call/visit in Box and Chamber staff reviews and records notes in GrowthZone (Membership Team)
 - Any action items resulting from Ambassador's phone call are delegated and handled (Membership Team)
- Automated Journey Email #4 "Make Money Through Your Membership" is sent from Chamber Team (60 days after Email #3)

Month Six

- Personalized 6-month outreach (Membership Team)

Month Nine

- Membership team evaluates engagement and takes action If needed
- Automated New Member Journey Email #5 "Celebrating One Year" is sent from Chamber Team (160 days after Email #4)

Month Eleven

- Renewal notice sent with invoice via email (Accounting/Operations)