



The NC Chamber Federation & the Chamber Grassroots Alliance

*A powerful advocacy network of small businesses, local chambers and the
North Carolina Chamber*

Table of Contents

Message from the President	3
What does the NC Chamber do for Local Chambers and Joint Members?	4
What does the NC Chamber Need from Local Chambers and Joint Members?	5
NC Chamber Federation & Chamber Grassroots Alliance Value Proposition	7
NC Chamber Federation & Chamber Grassroots Alliance Agreement	9
NC Chamber Federation Contact Form	12

Message from the President

Dear fellow chamber leader,

As I travel the state talking to business leaders, I'm often asked variations of the following questions: What are the differences between the U.S. Chamber, the state chamber, and my local chamber? Are they one and the same? Do you share the same values, the same mission?

Although the brand is shared, every chamber of commerce is unique. While there are differences in the mission, goals, and programs that various chambers choose to undertake, our overarching vision is the same: advocating for the business community (whether that community is a town, a city, a region, a state or the nation).

Recognizing the independence and autonomy of each chamber organization, yet understanding that a unified business community is more effective, this document lays out a blueprint for a robust coalition of chambers of commerce, the NC Chamber Federation, and an advocacy network of joint members, the *Chamber Grassroots Alliance*. The goal of this strategic partnership is to unify and amplify the voice of business – especially small business leaders – in the halls of power in Washington, Raleigh and across North Carolina.

Let me be clear: I am very pleased with how well our chamber organizations collaborate through the NC Chamber Federation. Working together, we've achieved a great deal in the last few years. But we can be even stronger. And our grassroots advocacy network can and *should be* the envy of all other trade groups, associations, nonprofits and political action groups in the state.

Our desire is to get results for dues-paying member companies, yours and ours. Working together, we can strengthen our respective value propositions.

Please read this document, provide your feedback, and consider if this strategic partnership could be a valuable selling and retention tool to one of your most difficult markets: the 10 employees or fewer segment.

Thank you for reading this document, working as a strategic partner through the NC Chamber Federation, and considering rolling out the Chamber Grassroots Alliance to joint members. As always, please contact me with any comments or questions.



Lew Ebert
President and CEO
North Carolina Chamber

What does the NC Chamber do for Local Chambers and Joint Members?

Our Role

The North Carolina Chamber is a nonpartisan business advocacy organization that works in the legislative, regulatory and political arenas to proactively drive positive change to ensure that North Carolina is a leading place in the world to do business. Strengthening the state's ability to attract, keep and grow jobs is the Chamber's highest priority. Central to that effort are four "Pillars of a Secure Future" for North Carolina which include Education and Talent Supply, Business Climate, Entrepreneurship and Innovation, and Infrastructure and Growth Leadership.

Government action (or inaction) affects every business in every community across North Carolina. There are real economic consequences to government decisions. That's why the NC Chamber is singularly focused on advocating for employers and job creators. The North Carolina Chamber is constantly monitoring and analyzing bills, regulations, agency activities, executive and legislative appointments, commissions, media, reports and research data. Most importantly, the Chamber introduces legislative ideas, fights bad bills and works to proactively influence the writing of bills, regulations and policies before they are adopted.

The Chamber's responses to government actions are highly dependent upon member expertise and participation. The North Carolina Chamber can help ensure that local chamber members' experiences, opinions and voices are heard on the statewide stage.

Our Services

Membership in the North Carolina Chamber provides local chambers access to NC Chamber personnel. The Chamber often assists local community leaders by providing a statewide view of policy and political issues, helping local chambers better shape their priorities and programs.

Local chamber executives and staff members have access to the North Carolina Chamber's regularly scheduled governmental affairs conference calls, legislative alerts and weekly email updates. Local chambers also have access to NC Chamber-generated content about North Carolina public policy issues. Some local chambers opt to have the North Carolina Chamber send materials directly to joint members. Others choose to distribute materials from the NC Chamber. Still others prefer to co-brand NC Chamber materials.

The North Carolina Chamber publishes an annual Voting Record brochure, examining state legislators' votes on key business issues during the long and short sessions. Local chambers can monitor their elected officials and stay apprised of their stances on key bills affecting business climate, state education policy, infrastructure, entrepreneurship and innovation.

The Chamber recognizes "Jobs Champions," distinguished legislators and other elected officials who have earned high Voting Record marks or have championed NC Chamber-supported legislation or initiatives. We encourage local chambers to participate in or co-host these events recognizing leaders from their communities.

Joint Member Benefits

Small businesses that are members of a local chamber aligned with the NC Chamber enjoy the financial benefit of joint membership. When local chambers become NC Chamber Federation members (members of the North Carolina Chamber), their members with 10 employees or

fewer receive free membership in the North Carolina Chamber. This is a minimum \$1,000 value annually for each business. Joint members are eligible to receive weekly NC Chamber e-newsletters as well as Issue and Action Alerts for policy areas they care about. Local chambers can use this benefit as a selling point in their member recruiting and retention efforts.

The joint membership agreement will be discussed in greater detail in the section titled, “NC Chamber Federation & Chamber Grassroots Alliance Value Proposition.”

What does the NC Chamber Need from Local Chambers and Joint Members?

The chamber brand is respected and powerful. We share the brand with pride, but to be successful, the North Carolina Chamber is dependent upon effective local chamber organizations and local chamber members who will actively collaborate with the North Carolina Chamber to bring about more responsive government and a better business climate for North Carolina.

Every chamber is unique. Many local chambers do not embrace government affairs, business climate or political activity as mission components. Other local chambers consider such work fundamental. The North Carolina Chamber wants to team up with those who are already active in the public policy arena and nurture those who may be apprehensive about approaching governmental affairs. In both circumstances, the North Carolina Chamber needs contact and engagement with individual business owners and managers in communities who understand the significant impact government has upon their businesses and are compelled to be involved in government affairs or political activity.

When local chambers are strong and successful, the North Carolina Chamber is strong and successful – and vice versa.

The North Carolina Chamber does not perceive itself as a competitor with local chambers for membership. Rather, we recognize that each organization a company chooses to join offers particular value to the member company. The North Carolina Chamber routinely informs companies that we understand and assume they will join their local chambers as well as their respective trade and professional organizations. In fact, local chambers and trade and professional organizations are dues-paying members of the North Carolina Chamber. These member organizations often tell us they have chosen to join the North Carolina Chamber because they know we provide information, perspectives, resources and capabilities they are unable to achieve on their own.

The North Carolina Chamber benefits from building effective coalitions with other organizations and collaborating with them on public policy agendas. Indeed, the North Carolina Chamber’s ability to build statewide, broad-based and effective coalitions is one of the organization’s greatest strengths. A critical part of success is the ability to gain the support, participation and cooperation of the members who comprise the local chambers of commerce.

Strategic partnership and communication are two-way streets. The North Carolina Chamber needs local chambers to provide insight, information, knowledge and expertise. We appreciate the value of local experience and input about the people who hold public office and the candidates who seek public office. It is important local chambers express their opinions, as it

ensures the North Carolina Chamber has the benefit of uniquely local issues, perspectives, personalities and community needs or concerns.

The North Carolina Chamber's influence on state government and public policy is linked to local chamber cooperation and participation in reaching local employers and achieving grassroots access to business owners and managers who understand the importance of civic involvement. The North Carolina Chamber needs local chambers' help in reaching employers who can engage and inform elected decision-makers on how pending public policy matters will affect their businesses, their employees and the communities they serve. It is critical to put local faces, relationships, voices and real-life experiences in front of elected officials to ensure they have the benefit of the employers' perspective when influencing policy and casting votes.

The North Carolina Chamber's goal is to have a solid core of activist employers in every legislative district. The North Carolina Chamber relies on local chambers to help inform joint members of this goal – and help recruit the appropriate people to strengthen the North Carolina Chamber's presence, participation, and statewide voice.

Continue reading the Chamber Grassroots Alliance Value Proposition for the specific details of the grassroots advocacy network strategic partnership.



NC Chamber Federation & Chamber Grassroots Alliance

VALUE PROPOSITION

The NC Chamber Federation is a coalition of the state chamber and local chambers. An extension of the Federation is the Chamber Grassroots Alliance, an advocacy coalition for small businesses in North Carolina, companies with 10 employees or fewer, which are members of their local chambers. Its purpose is to empower small businesses and engage them in advocacy and political action to increase their collective power in the state legislature.

NC Chamber Federation and Chamber Grassroots Alliance Benefits

Free Membership in the North Carolina Chamber

When local chambers become NC Chamber Federation strategic partners (members of the North Carolina Chamber), their members with 10 or fewer employees (small businesses) receive free membership in the North Carolina Chamber. This is a minimum \$1,000 value annually for each business. This coalition of small businesses forms the Chamber Grassroots Alliance.

Free Electronic Publications

NC Chamber Federation strategic partners (local chamber presidents and designated staff) will receive *Federation Insider*, a biweekly e-newsletter specifically for local chambers to keep them informed about North Carolina Chamber activities and progress. Content includes important legislative and political news and survey questions so that Federation strategic partners can weigh in on important business issues under consideration by lawmakers.

Federation members also receive *This Week at the Capital*, a two-part weekly e-newsletter from the North Carolina Chamber published and distributed during legislative sessions. This update keeps NC Chamber members informed about legislative activity important to businesses and "hot topics" being discussed in Raleigh. A bill chart included in the newsletter provides a list of bills especially relevant to the North Carolina Chamber's agenda.

The Business Advocate is a biweekly e-newsletter from the North Carolina Chamber for member companies. Content includes important business, legislative and political news. Chamber Grassroots Alliance businesses, joint members of the local chamber and the NC Chamber, may receive *The Business Advocate* and/or *This Week at the Capital* upon receiving membership. Chamber Grassroots Alliance members may opt out of these emails at any time for any reason.

Free Access to Action Alerts

Chamber Grassroots Alliance strategic partners will have the option to subscribe to email updates on the issues they care about. Issue areas include education, taxes, business climate, legal issues, environmental issues, health care, legal and employment issues, and many more.

When important legislation is up for debate at the North Carolina General Assembly, Action Alerts go out to all NC Chamber members interested in the legislative area(s) in question. Many times these alerts simply inform the subscribers of movement on a particular bill or proposal and request their feedback. Occasionally there will be calls to action for NC Chamber members: requests to call or write their legislators, write letters to the editor or take some other kind of action.

This interaction benefits the joint member as well as the Chamber. Collecting responses from a cross-section of small businesses across the state is critical to shaping the Chamber's position on key issues. Action Alerts are free to joint members as long as they choose to remain subscribed. Members may opt out – of one issue area or all issue areas – at any time.

We are sensitive to the fact that joint members already receive emails from their local chambers. Our intention is not to overload their inboxes. That is why Chamber Grassroots Alliance members will have the ability to select the frequency of communications from the NC Chamber. Members may choose to only receive *This Week at the Capital* or *The Business Advocate*. Others may select multiple issues of interest, subscribing to Action Alerts in those areas. If a joint member ever decides to opt out of emails on a particular issue, they are free to do so. Still others may choose not to receive any email communications from the NC Chamber. This decision is left to the NC Chamber Federation and Chamber Grassroots Alliance members.

NC Chamber Federation & Chamber Grassroots Alliance Options

Direct-to-Member Services – “Option A”

- Send database (list) of joint members, companies with 10 employees or fewer, with contact information, including email addresses, to the North Carolina Chamber for integration into the Chamber Grassroots Alliance database. The North Carolina Chamber will be responsible for sending all communications to joint members: *The Business Advocate*, *This Week at the Capital*, and Action Alerts. Chamber Grassroots Alliance members may opt-out of any or all e-newsletters and Action Alerts at any time.

Direct-to-Member Services – “Option B”

- Send database (list) of joint members, companies with 10 employees or fewer, with contact information, including email addresses, to the North Carolina Chamber for integration into the Chamber Grassroots Alliance database **for Action Alert emails only**. The North Carolina Chamber will not send other member communications directly to the joint members (*The Business Advocate* and *This Week at the Capital*). The local chambers reserve the option to forward these publications from the North Carolina Chamber to joint members. But the NC Chamber will email Action Alerts directly to Chamber Grassroots Alliance members. Again, joint members may opt-out of any or all Action Alerts at any time.

North Carolina Chamber-to-Local Chamber Services – “Option C”

- Local chamber will be responsible for forwarding Chamber Grassroots Alliance communications received from the North Carolina Chamber to joint members. The local chamber agrees to provide the North Carolina Chamber with a secondary contact (at

least) and agrees that time-sensitive materials (key vote notifications, action alerts, etc.) will be sent to members in time for prescribed action to be taken.



NC Chamber Federation & Chamber Grassroots Alliance

AGREEMENT

The NC Chamber Federation and Chamber Grassroots Alliance Agreement (hereinafter referred to as the "Agreement") is effective as of the _____ day of _____, 201____, between the North Carolina Chamber and the _____ Chamber of Commerce (hereinafter referred to as the "local chamber"). Due to the following common objectives, the North Carolina Chamber and the local chamber have entered into this agreement.

1. The desire to strengthen the positive and beneficial relationship that exists between state and local chambers in North Carolina.
2. Through cooperative efforts, increase the legislative and political involvement and effectiveness of the North Carolina business community through the Chamber Grassroots Alliance.
3. Through cooperative efforts, increase the opportunity to provide beneficial programs and services to joint members.
4. Increase membership and member loyalty for both the North Carolina Chamber and the local chamber.
5. Provide increased revenue opportunities for both the North Carolina Chamber and the local chamber.

I. NORTH CAROLINA CHAMBER MEMBERSHIP

The local chamber shall be a member in good standing of the North Carolina Chamber. Local chambers may cancel their membership in the North Carolina Chamber with 30 days' notice. The North Carolina Chamber may terminate a local chamber's membership with six months' notice.

II. MEMBERSHIP STRATEGIC PARTNERSHIP

All local chamber members who employ ten (10) employees or fewer shall be deemed North Carolina Chamber members (hereinafter referred to as joint members) upon execution of this agreement.

III. JOINT MEMBERSHIP COMMUNICATIONS

The North Carolina Chamber shall ensure that joint members receive all communications that they are entitled to receive as members, including e-newsletters and legislative action alerts where local chambers request it and provide necessary contact information for joint members. Joint members may opt-out of any and all email lists at any time for any reason. The NC Chamber will not promote any additional offerings to joint members, other than the communications outlined in this agreement, without permission from the local chamber. The joint member list, provided by the local chamber to the North Carolina Chamber, will only be used for the NC Chamber communications outlined in this document as a benefit to joint members. The NC Chamber will not share the joint member list with any other entity for any reason.

IV. GRASSROOTS ALLIANCE OPTIONS

Direct-to-Member Services – “Option A”

- Send database (list) of joint members, companies with 10 employees or fewer, with contact information, including email addresses, to the North Carolina Chamber for integration into the Chamber Grassroots Alliance database. The North Carolina Chamber will be responsible for sending all communications to joint members: *The Business Advocate*, *This Week at the Capital*, and Action Alerts. Chamber Grassroots Alliance members may opt-out of any or all e-newsletters and Action Alerts at any time.

Direct-to-Member Services – “Option B”

- Send database (list) of joint members, companies with 10 employees or fewer, with contact information, including email addresses, to the North Carolina Chamber for integration into the Chamber Grassroots Alliance database **for Action Alert emails only**. The North Carolina Chamber will not send other member communications directly to the joint members (*The Business Advocate* and *This Week at the Capital*). The local chambers reserve the option to forward these publications from the North Carolina Chamber to joint members. But the NC Chamber will email Action Alerts directly to Chamber Grassroots Alliance members. Again, joint members may opt-out of any or all Action Alerts at any time.

North Carolina Chamber-to-Local Chamber Services – “Option C”

- Local chamber will be responsible for forwarding Chamber Grassroots Alliance communications received from the North Carolina Chamber to joint members. The local chamber agrees to provide the North Carolina Chamber with a secondary contact (at least) and agrees that time-sensitive materials (key vote notifications, action alerts, etc.) will be sent to members in time for prescribed action to be taken.

Local chambers may change their Grassroots Alliance option with written notice to the North Carolina Chamber. The North Carolina Chamber may not alter the communications option with local chambers or joint members without written authorization of a change in options.

V. LEGISLATIVE ADVOCACY

As a dynamic legislative advocacy organization, the North Carolina Chamber shall encourage joint member involvement in communicating with elected officials on legislative and regulatory matters before the state and federal government. In its promotion of Chamber Grassroots Alliance involvement, the North Carolina Chamber shall inform the local chamber of all communication to joint members and/or include the local chamber in the communication.

VI. JOINT MEMBERSHIP PROMOTION

The local chamber shall have the right to promote the joint membership arrangement in its recruitment and retention of businesses for membership in the local chamber. Further, the North Carolina Chamber shall develop promotional material for use by the local chamber.

IN WITNESS WHEREOF, the parties have executed this agreement on _____, 201____, and upon signature below warrant that they have authority to execute this Agreement on behalf of their respective parties.

North Carolina Chamber

_____ Chamber of Commerce

Name: _____

Name: _____

Title: _____

Title: _____



North Carolina
Chamber
A force for business.

NC Chamber Federation CONTACT FORM

Organization Information

Name of Organization: _____

Primary Contact Name/Title: _____

Work Number: _____ Mobile: _____

Fax: _____ Email: _____

Number of members: _____

NC Chamber Federation Contact Information

To get started, please provide contact information for your staff member(s) that we should include in our ongoing communications. If/where electing any one of the optional member services, we will need your formatted membership roster and logo for use in our communications. Please provide contact information for your staff member(s) we should contact regarding these items as well.

___ Please check here if the contact listed above should be listed for all functions below.

Executive Name/Title: _____

Phone: _____ Fax: _____

Email: _____

Data/Membership Contact: _____

Phone: _____ Fax: _____

Email: _____

Government Affairs Contact: _____

Phone: _____ Fax: _____

Email: _____

Communications Contact: _____

Phone: _____ Fax: _____

Email: _____