

OPPORTUNITY ASCENSION 2024 CAMPAIGN OVERVIEW



Why We're All Here?

We are here to work together to develop the leadership and financial resources of Ascension Chamber of Commerce through a volunteer assisted campaign. The campaign will last approximately six weeks and will attract new members and secure business sponsors for Chamber programs, events, and media for the next year. This is an innovative approach to fund-raising. Through Opportunity Ascension, the chamber will gain new volunteers, new members and increased exposure throughout the Community.

Our Goals: \$200,000 Sponsorships & 30 New Members

How We Reach Our Goals and Achieve Success

Approximately 15 volunteers will sell Chamber sponsorships and various non-dues revenue generators. Volunteers will also sell new memberships. Each volunteer will need to turn in his or her results every Sunday at midnight.

LEADERS WHO HELP MAKE IT HAPPEN

CAMPAIGN CHAIR

Lisa Bacala // lisa.f.bacala@gmail.com

TEAM CAPTAINS

Lyman Abadie // REV // lyman.abadie@letsrev.com

Tammy Williams // tammylynn3@gmail.com

Amy & Jason Cheek // TruBlue Water // amy@trubluewater.com & jason@trubluewater.com

STAFF CONTACTS

Carley Cryer // ccryer@ascensionchamber.com // 225-290-0970

Denise Crifasi // dcrifasi@ascensionchamber.com // 225-445-3614 **Membership Questions**

Robert Burgess // rburgess@ascensionchamber.com

Obie Aguilera-Stephen // oastephen@ascensionchamber.com

Opportunity Ascension website: <https://ygmtrc.com/2320-ascension>

Chamber Physical Address: 1006 W. Highway 30, Gonzales, LA 70737

Chamber Mailing Address: P.O. Box 1204, Gonzales, LA 70707

Chamber Phone: 225.647.7487 Chamber Fax: 225.647.5124

OUR CAMPAIGN SCHEDULE & QUICK REFERENCE

KICK-OFF

Friday, October 20 // Sno's Seafood & Steak // 11:00-1:00

****RENEWALS****

Focus will be on renewals during this time, but any inventory that is new/not up for renewal can be sold any time throughout the campaign.

Friday, October 20 – Sunday, November 12 (3 weeks)

OPEN INVENTORY

Any unrenewed inventory will be available

Monday, November 13 – Friday, December 8 (4 weeks including Thanksgiving week)

WEEKLY CHECK-IN MEETINGS

Sunday at midnight is the deadline for weekly winners

Tuesday, October 31 8:30-9:15AM

Tuesday, November 7 8:30-9:15 AM

Tuesday, November 14 8:30 9:15 AM

Tuesday, November 28 8:30- 9:15AM

VICTORY CELEBRATION

Wednesday December 13 or Thursday December 14

OPPORTUNITY ASCENSION WEBSITE/LIVE INVENTORY

<https://ygmtrc.com/2320-ascension>

VOLUNTEER INCENTIVES

Rewarding Your Efforts

The Chamber will recognize all producers for their efforts in the OA Campaign.

- The top weekly producer (based on that week's defined goals) will be celebrated at our weekly check-ins with a reward.
- Cash awards based on sponsorships sold will be presented at the end of the campaign.
- All producers will be invited to the Victory Celebration at the conclusion of the campaign.
- The "Thank You" edition of the campaign newsletter will recognize all teams, Team Captains, and all OA producers. It will feature pictures and results and will be sent to all members and representatives of the Chamber.

New Memberships

This year, our new memberships will be based on engaged leads sent to our Membership Coordinator, Denise Crifasi. Any leads that turn into paying members for 2024 membership will be added to your \$ raised total. Volunteers will not be responsible for getting the forms and payments for new membership. Volunteers will provide prospective member with brief overview of chamber membership and values of why they should join, and they will make the connection between prospective member and Denise who will work to complete the membership application process.

REWARDS CHART

Sponsorship \$ Raised	Total Reward Amount
\$600	\$25
\$1,200	\$50
\$2,000	\$100
\$2,800	\$150
\$3,600	\$200
\$4,600	\$275
\$5,600	\$350
\$8,500	\$450
\$10,000	\$550
\$12,200	\$650
\$14,500	\$775
\$16,000	\$900
\$17,500	\$1,050
\$20,000	\$1,225
\$23,000	\$1,400
\$25,000	\$1,600

SPONSORSHIPS

- For the businesses, sponsoring Chamber events, publications or newsletters are cost-effective ways to target their marketing dollars.
- For the Chamber, sponsorships are important sources of non-dues revenue. Volunteers in OA receive credit for selling the sponsorship opportunities.
- **All that is required for volunteer credit is a signed sponsorship agreement.**

What's Available? -- There is a detailed list of the programs, events, publications, and media are available on the OA website (<https://ygmtrc.com/2320-ascension>). Pitch one or two sponsorship opportunities that best fit the prospect's business. The list is extensive. Prospects who are overwhelmed may select the least expensive option by default. Remember that you will know your contacts best and will serve both your contacts and the Chamber best if you find the sponsorship opportunities that will benefit both. Be certain to check the OA website before each pitch to make sure that the sponsorship you are pitching is still available.

Check the OA Website Before Each Pitch -- The Chamber staff will keep the OA website updated so that each time you go to make a pitch, you can have the most current information available to you. The OA website lists every sponsorship and how many are available to sell. You can click on the underlined name of the sponsorship to read the description. If any of the sponsorships have been sold, you can see the names of the businesses that purchased those sponsorships. **The campaign information is updated every weekday, as the information is made available to the Chamber staff.**

The Sale Isn't Complete Until... Always remember that until a signed agreement is in hand, a volunteer cannot get credit for the sponsorship sale. There may be a short lag time between when a sponsorship is sold and when the sale is processed by the Chamber staff. As such, there is a small chance that the OA website may still show a sponsorship as being available when it has, in fact, been sold. If a sponsorship is double sold, the time that the contract was received by Chamber staff – whether by fax, email, or hand delivery – will determine which volunteer receives credit for the sale.

Sponsorship Renewals -- Currently, the previous year's sponsor receives the first right of refusal for the same sponsorship for the upcoming year. This will only apply through the renewal period. If we have not received a signed contract by the end of the renewal period, that sponsorship will go into open sponsorship inventory available to all members.

Any sponsors that committed to a sponsorship and did not fulfill the agreement no longer has the first right of refusal for that sponsorship. In addition, payment is required by the end of the campaign for a volunteer to receive credit for a sponsor who did not fulfill the previous year's commitment.

Payment Deadlines -- **If we do receive a signed contract during the renewal period or during the sponsorship campaign, we must also receive payment by January 31, 2024, for that sponsor to maintain sponsorship. If we do not receive payment by this date, that sponsorship will go into open sponsorship inventory available to all members.**