



The 2020 Chambers Plan Referral Contest for Chamber Staff FAQs

WHAT is the 2020 Chambers Plan Referral Contest?

For every qualified Chambers Plan referral your chamber team submits online through chamberplan.ca/talk/refer, your chamber gets CASH and an entry into a monthly prize draw. There are also grand prizes for highest percentage of referrals submitted (per province, per category—see below).

Chamber category 1: Chambers with **fewer than 50** members on Chambers Plan

Chamber category 2: Chambers with **more than 50** members on Chambers Plan

WHY should my chamber participate?

Referring your current and potential members to Chambers Plan is a WIN for your chamber (New members! Retention! Admin fee revenue!) and a WIN for your members (Immediate membership ROI! Minimizes risk and maximizes stability for their business! More time to focus on their business!)

The contest also delivers some much-needed fun and social distraction to go along with social distancing.

Here's what's up for grabs:

- **\$\$ for qualified referrals (referral bonus scale)**
- **Chances to win provincial prize draws every month**
- **A separate GRAND PRIZE for each province**
- **National bragging rights for your team**

WHAT is a qualified referral?

A qualified referral means you've been in touch with the current or potential member you're referring and they know to expect a call from the Chambers Plan advisor. Once you submit a referral on chamberplan.ca/talk/refer, it's matched with a top, local, independent advisor who will quickly contact your current or potential member to advise on the best Chambers Plan fit for them.

WHAT is the Referral Bonus Scale?

The more referrals your team submits per month, the more each referral is worth. You have until the end of each month to "level up" on the referral bonus scale and earn more cash.

Chambers with more than 50 plan members

Level 1: 1-2 referrals/month = \$10/referral

Level 2: 3-4 referrals/month = \$20/referral

Level 3: 5-6 referrals/month = \$30/referral

Level 4: 7+ referrals/month = \$50/referral

Chambers with fewer than 50 plan members

Level 1: 1-2 referrals/month = \$20/referral

Level 2: 3-4 referrals/month = \$30/referral

Level 3: 5-6 referrals/month = \$40/referral

Level 4: 7+ referrals/month = \$50/referral

Continued...



The 2020 Chambers Plan Referral Contest for Chamber Staff FAQs (Continued)

WHAT is the Monthly Prize Draw?

One qualified referral submitted on chamberplan.ca equals one entry to win for the monthly prize draw. The draws will be made at the end of each month. There is one draw per province, per category, per month.

The prize is a gift card supporting your local businesses. Qualifiers can choose where they would like a gift card from, with the stipulation that the card can be purchased from Winnipeg.

HOW does my chamber enter the contest?

Step 1: Sign up your chamber for the contest at chambercontest.chamberplan.ca

Step 2: We will be in touch with your contest point person.

WHO can participate?

All chambers and boards of trade are eligible to participate. From teams of 20+ to a staff of a single committed volunteer, the contest is designed for chambers of all sizes and features two categories:

Chamber category 1: Chambers with **fewer than 50** members on Chambers Plan

Chamber category 2: Chambers with **more than 50** members on Chambers Plan

WHEN is the contest?

The contest runs from November 16, 2020 to March 16, 2021.

Are the contest materials available in French?

Yes, all materials are available in French.

I have more questions. Who do I ask?

Reach out to chamber.relations@johnstongroup.ca at any time. We'd love to hear from you.

We have built a Chamber Relations team comprising former chamber staff dedicated to making sure you get what you need. We are chamber people. We get you.

