

Excellence in Membership Engagement Award

Application Form

Presented at LACCE State Conference

Deadline to Apply: July 31 2025

Submit to: lacce@louisianachambers.org

# Section 1: Chamber Information

Chamber Name:

Executive Director/President:

Mailing Address:

City / State / ZIP:

Phone:

Email:

Website:

Primary Contact for this Application (if different):

# Section 2: Overview of Membership Engagement Initiative

Title or Name of Membership Initiative or Program:

Timeframe of Project or Campaign: (e.g., January 2024 – April 2025)

Brief Summary of the Membership Engagement Focus (150 words max):
Provide a high-level description of your initiative and intended outcomes.

# Section 3: Narrative Questions (Attach up to 5 pages total)

Please respond to each of the following sections. Be specific, concise, and provide measurable outcomes where applicable. Supporting documents may be attached but are not required.

## 1. Strategic Membership Engagement Planning

Describe your Chamber’s membership goals and how they align with your mission. How was the initiative developed, and how does it integrate into your broader membership strategy?

## 2. Member Retention & Satisfaction

Explain how the initiative contributed to member satisfaction and retention. Include data on retention rates, surveys, or other indicators.

## 3. Recruitment & Onboarding of New Members

Describe how new members were recruited and integrated. Include strategies for outreach, onboarding experiences, and early engagement.

## 4. Value Delivery & Member Services

Explain how the Chamber ensured value delivery to members. Highlight tools, programs, or communications used to demonstrate ROI.

## 5. Engagement through Events or Programs

What events, training, or programs were part of your strategy? Describe member participation and engagement levels.

## 6. Innovation & Personalization

What innovative tactics were used to engage or personalize member experiences? Highlight segmentation, targeted content, digital platforms, or exclusive access.

## 7. Measurement of Success & Impact

Provide measurable outcomes such as retention, growth, feedback, or engagement metrics. Explain how data was used to assess success and inform improvements.

# Section 4: Supporting Materials (Optional)

You may attach up to 5 additional pages of relevant documentation, such as:

• Engagement metrics, dashboards, or member surveys

• Campaign materials or onboarding packets

• Event or program photos and descriptions

• Member testimonials or quotes

• Retention or recruitment reports

# Section 5: Certification

I certify that the information provided in this application is accurate and complete to the best of my knowledge. I grant permission for the submitted materials to be used for promotional or educational purposes if selected.

Name:

Title:

Signature:

Date: