



**Fredericton Chamber of Commerce
Benefit (shared services) Providers Policy
Updated March 2022**

In the interest of adding value to chamber membership, the Fredericton Chamber of Commerce is interested in continuing to develop our benefit programs (shared services). For the most part, benefit programs are made available to allow members to save money, but may also be developed simply to provide a service that is not always readily available to all businesses.

In all cases, the offering being suggested must help the Chamber increase and retain membership and be in alignment with our mission, vision and values. Benefit programs offered by the Atlantic Chamber of Commerce or the Canadian Chamber of Commerce will be considered for inclusion.

Chamber Benefit /Shared Services:

1. The vendor / supplier must be a member in good standing of the Fredericton Chamber of Commerce.
2. The program or benefit must be exclusive to members of the Fredericton Chamber of Commerce. In essence, the member must not be able to obtain the same product or service for approximately the same price on the open market.
3. The benefit must not have multiple layers of 'middlemen'.
4. The program offers demonstrable value (e.g. savings / discounts / free rewards / unique product or service) for chamber members not normally available to the general public.
5. The vendor will participate in the ongoing marketing of the program and will provide sufficient promotional/marketing material to reach the target market of the chamber members. The Chamber is not solely responsible for the marketing of the benefit but will include it in membership kits, brochures, any list of benefits. The Chamber will also provide alternating / rotating marketing mentions of all benefits we provide through Chamber Connections, mentions at events, social media, etc. Anything such as dedicated e-blasts or mailouts would be the responsibility of the benefit provider and be done at their expense.
6. The vendor will provide reports to the chamber which track usage and results of the program.
7. If a chamber member who participates in the program ceases to be a member, the vendor shall remove them from the benefit (shared service) program.
8. The benefit provider will provide leads to the Chamber as to potential members who are interested in the benefit but not currently Chamber members.
9. If there are other Chamber members who could provide this benefit (shared service), a request for proposals may be issued (with or without detailed information). A letter will be sent to those members clearly in competition, and the RFP will be included in two



editions of Chamber Connections so as to allow others who may wish to participate that we do not realize could offer the service to submit a proposal as well.

10. The program / benefit (shared service) requires only minimal administrative work for the chamber staff.
11. The Fredericton Chamber of Commerce will be held safe and harmless from repercussion from either the vendor or the member who participates.
12. The Fredericton Chamber of Commerce reserves the right to cancel a benefit at any time, for any reason.
13. The vendor must agree to participate in a full review every second year to determine if the value of the program warrants continuation.

Added Feature:

Additionally, it will be an added feature (but not a necessity) for the Fredericton Chamber of Commerce to consider if the vendor will provide a financial consideration, or revenue stream of some sort (royalty component) to the chamber in return for being promoted as a benefit to the membership. Inclusion of a commission to the Chamber should not supersede the primary objective of including an offer that primarily helps the Chamber increase and retain membership.

Chamber Benefit Selection Process:

1. Companies asked to respond to an RFP as a potential benefit provider to the Fredericton Chamber of Commerce are encouraged to ensure proposal meets the guidelines provided.
2. The Chamber's CEO or Membership Development and Marketing Manager can assist with any questions.
3. The proposals that best meet the policy and guideline requirements will be presented to the Executive Committee and / or Board of Directors of the Chamber and a final provider will be selected.
4. Thereafter an agreement will be developed to meet and protect the interests of both parties and the Chamber members who participate in the program as well as determine a marketing / communication plan for the benefit.
5. The agreement may also include a time frame and a termination clause.
6. If deemed necessary by the Chamber, a proposal may be subject to a legal review and consultation before approval is granted.
7. This operational policy should be periodically reviewed by the CEO or Membership Development and Marketing Manager.

M2M program (Member 2 Member):

From time to time, a benefit may be proposed that the Chamber does not wish to offer as an exclusive benefit. We encourage the member proposing it to consider offering it as a M2M benefit which is still marketed to our members, listed on our website and promoted to all as part of our popular M2M program. The difference between a benefit and M2M is that benefits are



exclusive in nature and the Chamber promotes one service provider for a benefit. M2M could have several competitive offerings all promoted equally. The other criteria (items 2 - 11) for benefits would not be required.

This policy adheres to the Fredericton Chamber's vision, mission, and values:

Vision:

Stronger community through business prosperity.

Mission:

Help businesses improve, innovate and grow through shared services, advocacy and events.

Values:

The operations and decision-making processes of the Fredericton Chamber of Commerce are guided by a set of organizational values. The chamber's board of directors and staff members are expected to exhibit each of these values while acting in their capacity as a representative of the chamber.

The enumerated values below are not to the exclusion of other values, traits, responsibilities and expectations of staff and board members. Our values are meant to provide a framework to achieve our organizational vision, mission, and goals.

Integrity

- We work for the greater good in building our community
- We are transparent and make decisions that we are proud to stand behind

Responsive

- We are an action-oriented, member-centric organization
- We act with a sense of urgency to meet member needs and expectations

Openness

- We are an organization for the entire community
- We embrace new ideas, exemplified by a spirit of inclusiveness, diversity and transparency

Collaborative

- We build strategic relationships, help make connections, and actively seek new partners
 - We value the ideas and input of our members and other partners as much as our own
- We recognize that these values may evolve over time. Changing realities may dictate new values are needed to facilitate our vision and mission.*



**FREDERICTON
CHAMBER
OF COMMERCE**

— *The Voice of Business* —

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