

# FAQs About TRCs: How YGM Can Help Your Chamber

## What is a TRC?

A TRC is a Total Resource Campaign. YGM will show you how a TRC can help you market your chamber's annual sponsorships while also recruiting new members by using new and existing volunteers. The campaign happens in a few weeks.



## What does YGM mean?

"You Get More."

You get more in terms of personalized coaching. You get more customized materials. You get more from our unique Online System. And you'll get more dollars in your next campaign.

## What would my Chamber gain from doing a TRC with YGM?

Your chamber would gain our proven method, the experience of our coaching team, and our unique Online System. Together, these will provide you with everything you need to create a campaign which will increase sponsorships and volunteer involvement.

## What's in it for me and my staff?

You will gain step-by-step guidance throughout the process. You will gain a method that is guaranteed to help you raise both sponsorships and memberships, in numbers higher than ever before.

## What's in it for our volunteers?

Your volunteers will have the opportunity to learn new skills and meet new business contacts. Most TRC volunteers cite these new contacts and open doors into the business community as one of the key reasons for participating in the TRC year after year.

Approximately 50 percent of first-year TRC volunteers had not previously been involved with the chamber. However, 80 percent of successful TRC volunteers are interested in further participation in chamber programs.

Volunteers will have the chance to win cash and prizes – including a trip.

## How much will a TRC cost?

Price is a factor everyone needs to consider. Value is also something that needs to be considered. The YGM fee will be a percentage of the revenue raised in the initial year of your campaign.

## How will we recruit the volunteers needed for the Total Resource Campaign?

With the guidance of our expert team, you will find that it isn't that difficult to find individuals interested in moving your chamber forward.

## When is the best time to hold a TRC?

Our research shows that either the spring or the fall works better for a campaign, in terms of recruiting volunteers and gathering attendees for major events. Contrary to popular belief, the timing of either sponsorship or membership campaigns has little to do with the timing of when companies set their corporate budgets.

## Should we hold a Total Resource Campaign each year?

Yes. When the YGM proven method is used properly, it will continue to grow non-dues revenue each year. Volunteer participation will increase each year. We have chambers that have been working with us for almost 20 years, growing with each passing year.

## What is your Online System?

The YGM Online System is unique in that it allows you and your volunteers to track the progress of the campaign – in real time – throughout the entire campaign.

## How much time will this require of our staff?

Typically, one staff member will be able to manage the entire campaign (mainly, thanks to the success of the Online System).

## I'm sold. What do I do next?

Get in touch with us. Call 318.294.2717 or email [info@ygmtrc.com](mailto:info@ygmtrc.com). We'll talk and go from there.

**For additional information, go to [www.ygmtrc.com](http://www.ygmtrc.com)**

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graph TD; A((Your Chamber's Total Resource Campaign)) --- B((Increase Financial Resources)); A --- C((Increase Your Sponsorship Revenue 200-800%)); A --- D((Increase Volunteer Involvement & Leadership Recruitment)); A --- E((Increase Grassroots Marketing));
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