

# 2015 ANNUAL REPORT

**Robins**  
REGIONAL CHAMBER

In order to lead business, we must lead in technology. The Chamber invested in a new website and online tools for members and the community to access information easier than ever - introducing a host of upgrades to enhance members' online visibility, streamline event registration, and provide mobile access to need-to-know information.

- NEW mobile-responsive website
- MemberPlus App
- Text Alerts



Enter this number

Text this message



## Increasing Engagement By the Numbers

**113** NEW MEMBERS



NETWORKING  
**31** EVENTS



**2203** LIKES



UP 38%  
OVER 2014

**\$58k**

REVENUE  
GROWTH



**37** RIBBON  
CUTTINGS



**Weekly Enews**



**29%** OPEN RATE

10% INDUSTRY AVERAGE

**14%** CLICK-THRU RATE

8% INDUSTRY AVERAGE

**23** ADULT GRADUATES



**85** HOURS LEADERSHIP TRAINING

**39** HOURS LEADERSHIP TRAINING



**25** YOUTH GRADUATES

**RobinsRegion.com**

