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**Marketing On The Cheap: Become a Joiner**

**By Floyd Snyder**

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Recently I wrote an article on the benefits of joining your local Chamber of Commerce as a way of getting exposure for your business. See "Marketing on the Cheap: Join The What?" at this source or at <http://sbmag.org>. The Chamber of Commerce is or should be the number one organization in your area promoting business. Your involvement will help them indirectly help your business while giving you direct exposure to a large and viable market.

Now let's look at other organizations you, your business and, of course, your community can benefit from by your involvement, but not in that order.

**Service Clubs:** There are three major service clubs that come to mind, and I'm sure you are familiar with them to some degree already: Rotary International, Kiwanis International and Lions International.

However, don't just run off and join the largest club in your area just because it's the one that gets the most media coverage. As a matter of fact, you shouldn't be joining a service club at all for the sole purposes of promoting your business. You should be joining because it is the right thing to do. The benefits, and there will be benefits, will come indirectly.

Each of the above mentioned organizations have a main charity or area of interest as a national or worldwide project. Lions International for example is recognized worldwide for their service to the blind and visually impaired. Kiwanis' motto is "Serving the Children of the World", and Rotary has had as a long-term goal of the worldwide eradication of polio. Of course, all these organizations are many years old and have branched out into a number of other humanitarian efforts as well. Beyond the national organization's each local club usually has their own projects and objectives.

**Fraternal Organizations:** Now that you have joined the Chamber of Commerce and are looking at service clubs, you may also want to consider Fraternal Organizations. The first three that come to mind are: The Benevolent & Protective Order of Elks, Moose International and Fraternal Order of Eagles. Like service clubs, all three of these organizations are national or international with local clubs. However, also like service clubs, there may be others or an independent fraternal organization in your

area that is more suited for you and your interests.

Years ago I joined a new Rotary club that just started up in our community. They were, and still are, a great group of people. Their main efforts on the local front was dealing with youth orientated projects, helping to build ball parks, sponsoring scholarships and a few other very worthwhile causes, but no causes I was passionate about. A friend of mine was involved with a group of people that were trying to start a local organization to deal directly with funding anti-drug programs in local schools. My wife being a teacher in the local district, made that seem like a much better place for me to put my efforts. We went on and founded a new Lions Club in which I became a founding officer, a Past President, Lion of the Year and recipient of a national award from Lions International in recognition of my efforts in the fight against drugs. This only happened because I chose the right organization with which to get involved.

I'm not telling you this story just to blow my own horn. Okay, well maybe a little bit. My point is that if you do chose to be a joiner, make it count. Choose one that will give you opportunities of working on projects in which you have an interest.

Once you join a service club or a fraternal organization, get involved! Become active. Consider chairing a committee or becoming part of the leadership. However, don't take on more then you can or want to do. If you make a commitment, make sure you follow through and do the very best job you can. Anything short of that could produce negative public relations for you.

One last thing about belonging to a service club or fraternal organization; your acceptance into one of these organizations is not invitation to unload or launch into a sales pitch at every meeting or at any meetings for that matter. Don't make that mistake. However, there may be opportunities arise for direct marketing such as advertising at club-sponsored events, program guides, newsletters and others. We covered a number of these opportunities in "Marketing On The Cheap: Join The What?", see link above.

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### **Finding Cheap Airfare Tickets for your Vacation.**

**By Mike Yeager**

Finding cheap airfare tickets for your vacation is very important as you plan your next vacation. Imagine saving 25%–35% in airfare expenses as you get ready to travel to an exciting, exotic location. How exciting would that be? Cheap airfare tickets for a vacation can be found if you're willing to do just a little research. You don't have to be an expert at hunting down the most discount airfare, just spend a little time comparing departure dates and times.

If you're schedule is flexible, you'll find Cheap Airfare Tickets for your next vacation.

## Marketing On The Cheap: Become a Joiner

For example, when traveling to Madrid Spain, you'll save a lot of money if you can go before June and after September. The summer months are the busiest. But, if you search for cheap airfare tickets for that vacation during the shoulder or off-season, you'll find some cheap flights that will save you a lot of money. Why give that money to the airlines when you can use it for sightseeing or eating in nicer restaurants?

Spend a little time doing some research on the internet and you'll be very excited with cheap airfare tickets offered. You'll be in control of your vacation and how much you pay and that'll make your vacation that much better.

Mike Yeager  
Publisher

Finding Cheap Airfare Tickets for your Vacation.

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