



WHY SHOULD YOU JOIN OR RENEW YOUR MEMBERSHIP WITH THE CRYSTAL LAKE CHAMBER OF COMMERCE?

Our focus is to provide meaningful value to our Chamber Memberships. You will find many reasons membership in the Crystal Lake Chamber of Commerce can make a tangible and positive difference in your business' sustainability and growth.



TO CONNECT WITH OTHER BUSINESSES

From day one you have the opportunity to meet with other members. Join one of our Chamber Networking Groups and start to form connections and relationships that will help build your business. Our Chamber also regularly offers business mixers and other networking opportunities.



TO DEVELOP YOURSELF PROFESSIONALLY

You can attend our Educational Series which provides business education, skill-building, and fresh ideas to common business issues. Our Business Builder Meetings provide a forum for various business topics throughout the year.



TO GET YOUR BUSINESS NOTICED

Your business is automatically added to our Business Directory, highlighted on the homepage of our website as a new member, and posted on our social media. You can also schedule a ribbon cutting ceremony or host a mixer to showcase your business.



TO INCREASE YOUR CREDIBILITY

You can raise your business' reputation through a membership in the Chamber. Consumers frequently choose Chamber businesses over Non-Chamber ones when given a choice. Proudly display the Chamber's window decal for clients and shoppers to see.



TO GAIN AN ADVOCATE FOR YOUR BUSINESS

Chamber leadership works to inform, educate, and advocate on behalf of your business with local, county, state and federal leaders to ensure a pro-business environment that allows area businesses to flourish. The Crystal Lake Chamber is also part of U.S. and Illinois Chamber of Commerce Organizations which advocate for pro-business laws and policies.



TO GET ACTIVE IN THE COMMUNITY

Your business is automatically and immediately a part of the Crystal Lake Community through your membership in our Chamber. Our Chamber is part of the fabric of Crystal Lake, providing community events like the Annual Independence Day Parade and Community Clean-Up.



TO ADVERTISE IN CHAMBER MEDIA OFFERINGS AT DISCOUNTED RATES

Our Chamber offers many ways that you can promote your business through advertising and sponsorships that reach both our business community and consumers alike. You can also offer your own Member to Member Discounts to drive business to your company.



TO GAIN ACCESS TO BUSINESS DISCOUNTS

Increase your purchasing power through exclusive savings from our Member Advantage Program including Office Depot and Constant Contact Email Marketing.

THE REAL VALUE OF JOINING A CHAMBER

A study, commissioned by the American Chamber of Commerce Executives with support from Small Business Network, Inc., was designed to determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce.

Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall.

When consumers know that a small business is a member of the chamber, they are 63% more likely to purchase goods or services from the company in the future.

When consumers know that a small business is a member of the chamber, they are 44% more likely to think favorably of it.

Member Benefits Guide

Whether you're running a small business or large corporation, you watch every penny you spend. The Chamber brings you valuable member benefits that make the most of your marketing dollar and provide measurable return.

An investment at the Connect Level is designed for the small business to enhance visibility and grow business contacts at networking programs and events.

CONNECT LEVEL MEMBERSHIP

NON-PROFIT 501(C3)	\$13/mo or \$150/year
SMALL BUSINESS (1-5 EMPLOYEES)	\$25/mo or \$300/year
MEDIUM BUSINESS (6-16 EMPLOYEES)	\$36/mo or \$425/year
LARGE BUSINESS (16-100)	\$53/mo or \$625/year

These Benefits are available to all Chamber Members

<p>UPDATED</p> <p>Business Listing in Chamber Online Directory (incl. Basic Contact Information, Logo, Social Media Links, Business Description, and Business Listed in 5 Different Business Categories) ✓</p> <p>2'x4' Banner from FastSigns (Complimentary for New Members) ✓</p> <p>Maximize Your Membership Programs (overview of all benefits & opportunities) ✓</p> <p>Ribbon Cutting / Grand Opening Event (Publicized in Northwest Herald newspaper & on social media) ✓</p> <p>Opportunity to Display your Business Cards & Brochures in Chamber Office Lobby and offered to the public ✓</p> <p>Receive weekly 'What You Need to Know' E-Newsletter ✓</p> <p>Free Notary Public Services for Chamber Members ✓</p> <p>Free Certificates of Origin Services for International Trade Requirements ✓</p> <p>Ability to post business coupons to Chamber Website ✓</p> <p>Press Releases (Posted to website & Chamber social media) ✓</p> <p>Business Listed in the Annual Community Guide ✓</p> <p>Post Events to Community Calendar ✓</p> <p>Member Pricing to "Leaders in Action" Education Series (add'l. fee) Taught by Local Business & Industry Leaders ✓</p> <p>Business Builders Luncheons (Various Topics Led by Local Business Leaders; 6x/yr.) ✓</p> <p>UPDATED</p> <p>Member-Only Sponsorships/Advertising Opportunities ✓</p> <p>NEW</p> <p>Digital Chamber Logo for Member use on Website/Social Media ✓</p>	<p>Free Use of Chamber Boardroom & Conference Room 24/7 (WiFi included) ✓</p> <p>NEW</p> <p>Boardroom Features Video Conferencing & Seating for up to 20 ✓</p> <p>Access to Member-Only Discount Programs including: (Office Depot, Constant Contact, Chamber Member to Member Discounts) ✓</p> <p>SenText (Text notifications for Chamber events) ✓</p> <p>NEW</p> <p>SCORE (Service Corp of Retired Executives) Free Business Counseling in any Field ✓</p> <p>UPDATED</p> <p>List of Chamber Members Provided in Excel format (Free at Sign-Up & Renewal dates) ✓</p> <p>NEW</p> <p>Opportunity to Post on the Chamber Job Board ✓</p> <p>UPDATED</p> <p>Our Chamber is a School District 155 Career Internship Program Partner ✓</p> <p>UPDATED</p> <p>Our Chamber is a McHenry County College Career Internship & Apprenticeship Program Partner ✓</p> <p>UPDATED</p> <p>Networking Opportunities Offered in-person & via Zoom (6 strong-contact & 2 casual-contact) ✓</p> <p>Members in Motion (Networking Scramble Event) ✓</p> <p>Multi-Chamber & Business Mixers ✓</p> <p>Members are Part of Larger State & Nationwide Business Advocacy Efforts (Includes Town Halls w/ Elected Officials) ✓</p> <p>Out 2 Lunch (Various Topics Discussed at Local Restaurants; 6x/yr.) ✓</p> <p>NEW</p> <p>Access to Member Pricing at Chamber Events & Programs ✓</p> <p>COMING SOON</p> <p>ChamberMaster Access for Your Business (Ability to Post Promotional Deals, Calendar Events, Update Your Profile, and so much more!) ✓</p>
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Chamber membership is effective when payment is received and active for twelve (12) months from this time. Monthly rates are only available on annual memberships.



For more information, please contact our
Director of Membership Development, Lisa McLaughlin
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