

# 10 TIPS TO MAXIMIZE YOUR CHAMBER MEMBERSHIP

## 1 ATTEND AN EVENT

Events hosted by the Chamber are a great way for you to make connections. These events are filled with other businesses that are also looking to network and form connections.

**ACTION:**

*Register for at least one upcoming Chamber networking event.*

## 2 GRAB COFFEE WITH ANOTHER MEMBER

Connect with other members over a cup of coffee (or your favorite drink!) to learn more about their business and find ways to work together. A great way to get to know other Chamber members! You can even set-up a virtual coffee and connect in the Chamber Networking Café!

**ACTION:**

*Identify your Top 10 Chamber members today that you want to connect with in the next 30 days.*

## 3 VISIT THE CHAMBER WEBSITE

Not only does the website offer information on various ways to get involved and maximize your membership, but you can also access the Chamber Blog, LGBTBE® Resource Page, and Chamber Directory where you can filter by industry.

**ACTION:**

*Visit the Chamber Directory today to identify your Top 30 members to connect with over the next 60 days.*

## 4 FOLLOW OTHER CHAMBER MEMBERS ON SOCIAL MEDIA

Be active! Connect your business with other Chamber members' business social media channels so you can see what they are posting and how you can support their business.

**ACTION:**

*Follow your Top 30 Chamber Members on social media.*

## 5 USE THE MEMBER FACEBOOK GROUP

Post information about your business to the Member Facebook Group. This group is exclusively for Chamber members to give you an opportunity to post about your business. The Member Facebook Group is set-up for YOU to promote your member biz!

**ACTION:**

*Post a video sharing more about your member biz in the next week or create a post promoting your services or product.*

## 6 POST A MEMBER TO MEMBER DEAL

Post a Member to Member Deal through the InfoHub. Do you have a Chamber member discount or special offering for other members? Create your Member to Member Deal. Did you know you can also promote Hot Deals for the general public?

**ACTION:**

*Sign in to the InfoHub and add your customized Member to Member Deal in the next 15 days.*

## 7 SET-UP A HAPPY HOUR

You don't have to wait for the Chamber's monthly Biz Connect Mixer to connect with a group of Chamber members. You can easily connect with Chamber members that are specific to your industry or are your typical customer. Set-up a virtual or in-person happy hour, network and have fun! Better yet...hold it at one of our Chamber member restaurants.

**ACTION:**

*Schedule one Happy Hour in the next month. Go virtual! Connect using the Chamber Networking Café.*

## 8 CALL OTHER CHAMBER MEMBERS

How about a good old fashioned phone call to introduce yourself to other Chamber members and let them know how you can help them?

**ACTION:**

*Call your Top 10 Chamber Member prospects over the next two weeks.*

## 9 SPONSOR A CHAMBER EVENT

Get your company in front of Chamber members at one of our monthly events or workshops. The Chamber is all about promoting our sponsors to bring maximum visibility for YOUR business.

**ACTION:**

*Complete the Chamber Sponsor Form to find out about available sponsorship opportunities. The form is located on the Chamber website or link to it via the InfoHub.*

## 10 REFERRALS

Ask Chamber members you do business with to give you referrals to other Chamber members they know. Let the Chamber know about your member to member collaborations so we can share out these success stories as well!

**ACTION:**

*Figure out a tangible way to thank a fellow Chamber member for their referrals. Hint: Use another Chamber member to send a thank you gift for the referral!*

