



CHAMBER MEMBER SERVICES

Quick Start Guide to Successfully Using Your Chamber



When consumers know that a restaurant franchise is a member of the Chamber, they are 68% more likely to eat at the franchise in the next few months.



When consumers know that a small business is a member of the Chamber, they are 49% more likely to think favorably of it, and 80% more likely to purchase goods or services.



When consumers know that an insurance company is a member of the Chamber, they are 36% more likely to think favorably of the company.

WHO. WHAT. WHY. HOW. NOW.

MISSION STATEMENT - We will promote and improve the business climate in the city of Great Bend through its services and partnerships that encourage growth and assist existing and new businesses in reaching their goals.

How Can My Business Start Using Services *Right Away?*

SHOP LOCAL CAMPAIGN

Gift Certificate Program - Your business can be listed on more than \$140,000 in certificates issued each year. That money stays local, so why not capture some of it.

ATTRACT & RETAIN EMPLOYEES

Barton County Young Professionals - Show your young professionals you're invested in them by inviting them to get connected and engaged with BCYP. Ask for BCYP materials to include in your recruiting and onboarding processes.

CentralKansasJobs.com - A free resource that provides businesses a platform to market their open positions, and job seekers a place to browse and apply for a new career. Create an account today!

Relocation Packets - Ask for Relocation Packets when recruiting new hires. OR Ask us how to include your materials inside.

DIGITAL RESULTS

Membership Directory - Log in to the Member Information Center (MIC) to customize your listing in the searchable online business directory! Add photos, social media links, and more!

Members-Only App - Take your membership everywhere. Connect with other members, on the go. Download MEMBER PLUS (available in the Google Play Store or Apple App Store)

Promote Your Event - Utilize the Chamber's Events Calendar to promote an event for your business, your charity, or your community group.

Engage on Social Media - Use your social media accounts to boast about your new membership with the Membership Badge (found under Files in your MIC).

CREATE A BRAND EXPERIENCE

Host a Ribbon Cutting**FREE**
Celebrate Grand Openings, Expansions, Milestones, New Locations, etc.

Host a Chamber Coffee**\$100.00**
50-80 People Every Thursday Morning + LIVE on Facebook/YouTube.

Host a Business After Hours **\$500.00**
Includes Event Marketing & Promotions

Sponsor a Chamber Event **Starting at \$100!**
Annual Banquet, Golf Tournament, Kids Ag Day, Barton County Young Professionals - There is Something for Everyone!

Business Showcase.....**\$15.00**



PUBLICIZE YOUR NEWS & EVENTS

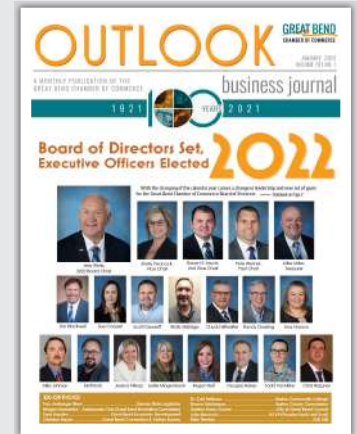
How Can the Chamber Help me **Get the Word Out?**

OUTLOOK BUSINESS JOURNAL MAILING

Print Ready Content - We welcome all member organizations to submit news and events content for print and digital publication in the monthly *Outlook Business Journal*. This is a great place to announce a new employee, promote an event, publicize awards, or debut new products or services. All pre-written press releases in MLA or AP format provided by the 15th of the month will be considered for the next month's issue. All items are subject to editorial discretion due to limited space. Email your print-ready content to marketing@greatbend.org at any time!

Calendar of Events - Events posted to the Community Calendar on our website, www.greatbend.org, before the 15th of the month will automatically be considered for publication in the print calendar included in the newsletter.

Insert Program - Send your letter sized flier to our 1,250+ newsletter subscribers for \$450! Digital inserts available for \$350. Submit a PDF file to marketing@greatbend.org by the 15th of the month. That's it. We will do the rest - hassle free.



ADVERTISING - Place a full color advertisement in our news publication for 1,250 monthly readers for as little as \$150/month! Space is limited and reserved in 6-month or 12-month terms.

WEEKLY EMAIL UPDATE

Similar to the monthly *Outlook Business Journal* newsletter, email *Updates* offer Chamber members a chance to showcase a particular event, news article, or promotion between the monthly mailings.

This digital publication features upcoming events and news items submitted by members. In addition to over 2,300 residents and business contacts who subscribe, the email *Updates* are also distributed to our local and state elected officials. To publish events content, be sure your calendar item has been posted on our website, www.greatbend.org, at least 10 days prior. To request that your news item be published, just send a detailed write-up to marketing@greatbend.org. Ask about available advertising space.

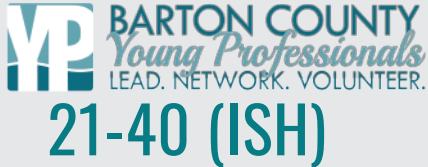
*All content is subject to available and editorial discretion.

CALENDAR OF EVENTS

Members have the opportunity to submit events information to our online Calendar of Events, posted publicly at www.greatbend.org. We encourage businesses and nonprofit organizations to utilize this calendar for scheduling and promoting their community functions, as many local media outlets and governing bodies collect data from our website for their publications as well. Events posted before the 15th of the month prior will automatically be considered for publication in the *Outlook Business Journal*. It is also a popular destination for community residents and visitors who are looking for things to do in the Great Bend area. To submit an event to the calendar, visit our website and fill out the "Submit an Event" form.

GET INVOLVED. IT'S NETWORKING.

Who Will You Meet Through Your Chamber?



Young Professionals -
The Barton County Young Professionals program is a great way to foster your team. The group is open to anyone 21-40ish who lives or works in the Barton County area. The group's objectives are to Lead. Network. Volunteer. Follow them on Facebook, or join: www.bartonyyp.com.

SIGN ME UP!

I'm Ready to Join
When your business is ready to join the Great Bend Chamber of Commerce, we invite you to complete the enclosed membership application, OR scan QR Code to join online.



GET IN TOUCH -

Call: 620-792-2401
Click: www.greatbend.org
Come In: 1125 Williams
Great Bend, KS 67530



NETWORKING ISN'T STUFFY HERE

Attend Weekly Chamber Coffees.....FREE
Breakfast, Coffee, and Door Prizes - what more could you want?

Attend After Hours EventsFREE
Free Food, Adult Beverages, and Lots of Giveaways!

Attend Legislative Coffees.....FREE
Express concerns and stay in tune with State Officials.

Annual Golf Tournament.....\$100.00
Get out of the office on a Friday - bring a friend or make new ones!

Annual Meeting Posted Ticket Price
Get Exclusive Exposure among 400+ of your peers.

Serve the Community and Expand Your Influence - Serve as a volunteer on one of these committees: Ambassadors Club, Kids Ag Day, Golf Tournament, Annual Meeting, Beautification, Employer Roundtable, Board of Directors.



2022 Ambassadors Club

KEEP UP WITH INDUSTRY TRENDS

Quarterly Member Orientation SeminarsFREE

Employer/HR Roundtable Seminars.....\$0 - \$25.00
Learn something new! Attend these sessions created to offer networking and expand your awareness in all areas of your business

Other Seminars Throughout the Year! Watch for Updates.