



Bridging the Community and Business



MEMBERSHIP BENEFITS

Use this checklist to help ensure you take advantage of all aspects of your membership in the West Linn chamber of Commerce.

- Increased Sales:** According to a national study by The Schapiro Group, an Atlanta-based market research firm, consumers are **63%** more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce. When business decision-makers believe that a business is a chamber member, they are **37%** more likely to think favorably of the business, **51%** more likely to be highly aware of it, and **59%** more likely to buy goods and services from it.
- Internet Exposure:** The Chamber web site receives thousands of hits on its website per month. As a member you have a presence on our Chamber Website Business Directory. You can also place a "proud member" logo on your web site as well.
- Business Networking:** Socialize and network in events like the Annual Chamber Golf Tournament, Business After Hours mixers, or the Holiday Open House. Bring your business cards and be prepared to meet new people!
- Membership Spotlight:** Introduce yourself to the Community through an upcoming issue of our quarterly Bridge Newsletter.
- Member-to-Member Bi-Monthly E-blast:** Sent to hundreds of people twice a month. Advertise your special offers in our bi-weekly member-to-Member e-blast for free.
- Weekly E-Blast Newsletter:** Sent to hundreds of people each week. Do you have a special event that you would like to alert chamber members of? As a member you can have your events, activities or special announcements included our weekly e-blast.
- Ribbon Cutting:** Schedule a ribbon cutting! If you have been in business less than one year or if you have recently remodeled, promote your storefront to Chamber members and the public.
- Chamber Mailing List:** Chamber Members can request one copy of the chamber member address database per membership year.



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- Discounted Advertising:** in our Community Map, Chamber Folder, and Business Directory.
- Referrals:** Chamber member businesses are always referred first! Chamber members often refer customers to other chamber members as well - loyalty.
- ReferenceUSA:** As a member you can receive a West Linn Library card and have free access to a number of online databases including: ReferenceUSA. Access to this database is worth the cost of membership.
- Education and Exposure:** Be seen, network, and get educated at the same time: Attend Business Education Luncheons, forums, workshops, and other seminars available (costs vary)
- Chamber Office Display:** Bring your business brochures and cards to the Chamber office for display in our Visitors Center. *(B.5X3.5brochures fit best)*
- Chamber Certificate:** Display your Chamber Certificate in a prominent place.
- Chamber Logo:** Call the Chamber to get our logo to use on your cards, brochures and website.
- Community Visibility:** As a chamber member you can gain greater exposure by participating in chamber committees and task forces. Become know as a leader in the community.
- Host a Networking event.** Gain extended exposure to members and highlight your company at your place of of business
- Events:** Opportunity to market your business at various fairs, and community celebrations at the chamber vendor tent.