

TOP TEN BUSINESS REASONS TO JOIN THE CHAMBER OF COMMERCE

1. **Membership brings credibility to your business.** You can increase positive perception among consumers and business owners when you're identified as a member of a chamber of commerce.
2. **Increase your visibility in the community.** As a new member of the Chamber, among other things, you will be listed in the chamber website, e-blasts, on Facebook and have the opportunity to be highlighted in other chamber publications. You also can grow your business by advertising with the chamber and sponsoring events. The chamber may also promote your grand opening/ ribbon-cutting ceremony and assist with any public relations efforts.
3. **Create networking opportunities.** Chambers have numerous things going on and serving on a committee or at a function provides numerous networking opportunities as well as professional leadership development. You can build your business while promoting developments of keen interest to local businesses and the community at large.
4. **Gain a voice in government.** The local chamber takes on the tough issues and opposes new regulations, taxes, fees, assessments and costs directed at small businesses. It also helps protect the principles of free enterprise and aids businesses in being treated fairly.
5. **Make business contacts.** The Chamber's most fundamental mission is to generate more business activity for the community. The Chamber initiates more business-to-business commerce and more opportunities for networking and connecting local professionals than is available through most other local organizations.



6. **Receive chamber news.** Newsletters or eblasts provide new member information, interesting information about operating a local business, articles about the local community, a community calendar and details about up-and-coming chamber events, among other things. Just about anything going on is an opportunity to advertise or to be involved.
7. **Acquire customer referrals.** Every day, your Chamber receives calls from individuals and businesses looking for potential vendors, and Chamber members typically recommend Chamber members.
8. **Chamber events and programs.** Chamber events and programs provide members with great opportunities to get to know new people and expand their prospect base. Chamber events are innovative and fun ways to help members meet potential customers, clients and vendors— and generate new business leads.

9. **Promotion and publicity.** With a Chamber membership, you can reach potential clients through member exclusive advertising and opportunities for business-to-business advertising and publicity.



10. **Access to members-only discounts and services.** These differ from chamber to chamber. These can be anything from discounts on training and services to free goodies.

If a consumer knows a small business is a member of its local chamber, then the business enjoys a:

44% increase in its consumer favorability rating

51% increase in consumer awareness

57% percent increase in its local reputation

63% percent increase in the likelihood that consumers will patronize the business in the future.

REMEMBER:

Just being a member of the local chamber with your money isn't enough to reap the benefits of chamber membership. It's more than just paying your annual dues. You must also make an investment of time and effort in chamber activities and become involved. Simply put, ***what you get out of chamber membership is directly relative to what you put in.***



The Giddings Area Chamber of Commerce
183 E. Hempstead Street
Giddings, TX 78942

(979) 542-3455

chambergiddings@gmail.com

Facebook: [GiddingsChamberofCommerce](https://www.facebook.com/GiddingsChamberofCommerce)

Website: www.GiddingsTX.com