

Brookings Area Chamber of Commerce

Membership Value Sheet

Your Membership Working For You

**As a Brookings Area Chamber Member, you automatically receive all the following benefits.
No effort is required!**

	<u>Value</u>
• Business listing in the Community Guide, 25,000 copies annually	\$350
• Web site listing, with your link, visited by over 20,000 visitors monthly	\$275
• Coupons included in visitor bags distributed to over 15,000 visitors annually	\$150
• Brochures displayed in the Chamber office display racks	\$175
• Use of Chamber's bulk mail permit	\$185
• Monthly Chamber Update newsletter	\$25
• Weekly Chamber Chat e-newsletter	\$25
• Use of meeting room & equipment	\$100
• Tax deduction for your Chamber membership investment * consult your tax professional	\$200
• Exclusive customer referral service	Priceless
• Shop Local Campaign used to promote your business	Priceless
• Collective business voice through the Chamber's legislative advocacy program	Priceless
• Opportunities to promote through your provided testimonials, press releases	Priceless
<u>Your total dollar value for doing nothing</u>	<u>\$1,485.00</u>

Add networking at monthly events and special functions, and your value has just increased three fold with the Brookings Area Chamber of Commerce!

*For simply being a Chamber member, your **Return On Investment** will astonish you. Remember, this is only the benefits of membership if you do not participate in any programs, events or cost savings. This is what your business can receive for doing absolutely nothing but being a member! Imagine being ACTIVE!*

A recent study was done by The Shapiro Group with these eye opening statistics on Chamber Membership:

When consumers know that a small business is a member of the chamber of commerce, they are **44%** more likely to think of it favorably and **63%** more likely to purchase goods and services from the company in the future.

When consumers know that an insurance company is a member of the chamber of commerce, they are **43%** more likely to consider buying insurance from it.

When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community and is an industry leader.

59% of consumers think that being an active member of the chamber of commerce is an effective business strategy overall. It is **29%** more effective, however, communicating to consumers that a company uses good business practices and **26%** more effective for communicating that a business is reputable.

If a company shows that it is highly involved in the local chamber (i.e. sits on the chamber board), consumers are **12%** more likely to think that its products stack up better against the competition.

When consumers know that a restaurant franchise is a member of the chamber of commerce, they are **40%** more likely to eat at that franchise in the next few months.

