

Increase your visibility in the community and region

- Display your business information on our website - www.paolachamber.org
- Introduce yourself or host a Chamber Coffee held weekly at member businesses
- Submit business events/major news to include in weekly Chamber Notes (email)
- Post events on the community's most comprehensive online calendar
- Display your brochures or cards at the Chamber office (limited space)

Generate new leads

- Chamber Connections weekly networking group
- Promote your business at the Business Expo
- Sponsorship opportunities increase visibility
- Members are referred before non-members

A study conducted by The Schapiro Group found consumer perceptions of chamber members to be positive:

When consumers know that a small business is a chamber member, they are 63% more likely to purchase goods or services from the company in the future.

Educational Opportunities to help you and your business

- Take advantage of seminars conducted monthly during Chamber Connections on topics such as marketing, financing, social media, customer service, business planning and more
- Educate yourself and your staff with affordable online training courses through Coggnio

Shop Local and other Chamber led programs

- "Small Business Saturday", "Welcome to Paola" information bags/visits and "Visit Paola" brochure encourages shopping locally
- Ambassador Program help coordinate committees for events

Support the Community in meaningful ways

- Volunteer and support Chamber events benefiting the community and tourism: Kansas Day, Fireworks Celebration, Harvest Festival, Halloween Parade, and Mayor's Christmas Tree Lighting

Save money through Chamber Member discounts

- Constant Contact offers a significant discount as a member of any Chamber of Commerce
- Reduce mailing expenses by utilizing the chamber's Bulk Mailing permit (unlimited)
- Market your products with a Deal of the Week

Stay informed on a local and regional level

- The Chamber attends local and regional seminars to better provide for your business
- Conducts candidates forums, Legislative Breakfast and State of the City Breakfast to keep you in contact with elected officials and monitor issues that affect the business community

Other Benefits available to assist your business

- Facebook utilized to share and promote member businesses
- Board Room Available for member use at discounted rate