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WAYS THE CHAMBER promotes our members



Studies show that Chamber membership is beneficial, but it's up to each member to take advantage of the benefits. The Franklin Chamber offers the following benefits as part of membership at no added cost.

1

→ **BUSINESS TABLES:** Members can have a business table each year at monthly luncheons. Tables are to promote the member business, a product or an event. The member business can pass out business cards and promotional materials.

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→ **RIBBON CUTTINGS:** Businesses host ribbon cuttings to celebrate a grand opening, a remodel, a move or a new service. The Chamber provides ribbon and decorative scissors, submits press releases and coordinates with city or county officials. This is a perfect way to get noticed.

3

→ **WEBSITE PROFILES:** Members are listed alphabetically and by category and are searchable on the Chamber website. Each member can have a description with photo, logo, map and website link.

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→ **JOB POSTINGS ON WEBSITE:** The Chamber offers a job posting feature on the Chamber website. Members can post jobs online and reap the benefit of the many potential employees searching online for jobs.

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→ **NEWSLETTERS:** Keep up-to-date on member and community news weekly. Members can submit their news to be included in the newsletter.

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→ **MEMBER EVENTS:** A July cookout offers the Chamber a way to thank its members. Business mixers offer opportunities to connect, network and learn about fellow members.

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→ **CHAMBER MEMBER DIRECTORY:** An annual directory, which lists members by category and alphabetically, is distributed to 4,000+ homes and businesses in Johnson County and beyond.

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→ **SHOP SMALL EVENT:** The Chamber promotes small business during a shop small open house. Members are encouraged to provide promotional materials for shoppers on Small Business Saturday.

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→ **CHAMBER BASICS:** New members can attend to learn about the Chamber and take away a goodie bag full of members' promotional items or materials.

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→ **WORD-OF-MOUTH:** The Chamber office receives daily phone calls from consumers asking where to find goods and services. The Chamber always refers Chamber members.

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→ **CREDIBILITY:** A Chamber window decal displayed at a member business signifies community involvement and gives consumers a feeling of security when frequenting businesses.

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→ **DISPLAY CASE IN THE CHAMBER OFFICE:** Members can display promotional material or business cards in the member exclusive display case at the Chamber office. Hundreds of visitors stop by the Chamber office each year, and the display case is the first thing they see.