

Member Success Guide 2025



"Our Business Is Your Business"

CENTRAL PA

CHAMBER OF COMMERCE



WELCOME & INTRODUCTION

Whether you are new to the Central PA Chamber of Commerce, or have been a dedicated member for many years, we are honored to have you as a part of our organization! Our staff is here to support and promote your business or organization each and every day. Members, however, must play an active role in their Chamber. That is why we created the Membership Success Guide. Both longtime members and new members will find the **Member Checklist** a great way to keep track and not miss out on benefits. How long it takes you to complete the checklist is up to you, but we have included a **Suggested Member Timeline** to help.

“Our Business Is Your Business.”

Our Staff is Here for You!



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Member Checklist

This checklist will help you keep track of the benefits you have used, and it will remind you of benefits you may be missing out on!

- 1. Check your member listing on the Chamber website.
- 2. Make sure the Chamber has your brochures and business cards.
- 3. Complete the Green Business Recognition and Member Spotlight forms.
- 4. Attend a Networking Event (check out online events calendar).
- 5. Embed the Chamber E-Plaque on your website.
- 6. Set up an appointment to visit the Chamber and check out available space.
- 7. Schedule a 1-on-1 meeting with a member of the Chamber staff.
- 8. Attend the “What is the Central PA Chamber?” Seminar.
- 9. Send information to share in *It's Your Business (IYB)* and/or advertise.
- 10. Offer a Member-to-Member Discount (via the Chamber website).
- 11. Attend, host and/or sponsor an event.
- 12. Serve on a committee and/or volunteer for an event (see website).
- 13. Refer a friend/business associate to your Chamber.
- 14. Make a *Why Us?* testimonial for your Chamber.
- 15. Refer a fellow member to a potential customer (via Chamber website).

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rworkman@centralpachamber.com / 570-742-7341

Suggested Member Timeline

So, where should you begin as a new member or a newly engaged member?

First Month

1. **Check your member listing on the Chamber website** to ensure that it is accurate and up-to-date. The Chamber will send you an e-mail when your listing has been added to the website. *Remember to check this at least annually*
2. **Make sure the Chamber has your brochures and/or business cards** so the staff can provide referrals for you as we receive constant inquiries and visitors.
3. **Complete the Green Business Recognition and Member Spotlight forms.** The Chamber staff and fellow members will learn more about you, and your listing will include the special Green Business distinction.
4. **Attend a Networking Event.** The Chamber offers a morning networking breakfast for Chamber members and prospective members. Hear the latest news about activities, events, benefits and other members. All attendees give a 28-second “elevator pitch” about their business/organization.
5. **Embed the Chamber E-Plaque on your website.** Give your website a little more notoriety and prestige. It also shows that you are proud to be a member of the Central PA Chamber!
6. **Follow & Like the Chamber Facebook & Instagram Pages.**
7. **Set up an appointment to visit the Chamber.** We’ll provide a 1-on-1 tour!
8. **Schedule a 1-on-1 meeting with a member of the Chamber staff:** Tea Jay, Ryan and Jessica. Each staff member can assist you with membership questions, but each also specialize in certain areas.

At Breakfast Briefings, every attendee gives a 28-second ‘elevator pitch’, which serves as great practice in a comfortable atmosphere and often leads to new business!



Within the First 3 Months

9. **Attend the “What is the Central PA Chamber?” Seminar.** This in-person class held each quarter provides detailed information about member benefits.
10. **Post an event or happening with your business on Chamber social media.**
11. **Send information to share in *It’s Your Business* and/or advertise.** IYB is published monthly in digital form, providing members with regular opportunities to promote their business/organization. This could include a new product or service, hire, certification or honor, etc. Flyer inserts for IYBQ (quarterly print publication) must be 8.5” x 11” or smaller. Advertising rates for IYB and IYBQ are affordable for any size budget! Call Ryan Workman at 570-742-7341 for ad rates and submission dates!
12. **Offer a Member-to-Member Discount.** Offering exclusive discounts to fellow members gives you additional exposure for your business and helps build connections between members. You can offer discounts for any length of time and change as needed.

Within the First Year

13. **Attend, host and/or sponsor an event.** We offer a variety of networking events and sponsorship opportunities (see *Member Benefits & Opportunities Guide* for details). Some events include: the Annual Meeting & Awards Ceremony, Breakfast Briefing, Business & Education Association Golf Tournament, Legislative Events, Inside Jobs Tours, Ribbon Cuttings and more!
14. **Serve on a committee and/or volunteer for an event.** Current committees, organized by staff members, are: Budget & Finance; Membership & Engagement; and Public Relations.
15. **Refer a friend/business associate to your Chamber.**
16. **Record a “Why Us?” testimonial for your Chamber.** See current videos on our website! This is a great way to get some free PR!
17. **Refer a fellow member to a potential customer.** The referral system is quick and easy to use in the online member directory.
18. **Review membership ROI.** Are we fulfilling the promises we stated we would for your business? If not, call us TODAY!



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“Helping Our Region Grow.”

We hope that this short guide helps you get the most out of your investment in membership with the Central PA Chamber of Commerce.

This resource guide was created to put new members on the right track, but it is also a great tool for longtime members to share with new hires or to use as a refresher for themselves. It allows everyone to get the most out of their membership and check out newly added or updated programs and services.

New and longtime members will find that our 120 years of experience means we know what works, how to get your message out there, and how we all connect together to be more successful and in turn make our region successful.

Whether your business/organization just joined or it's your first experience with the Central PA Chamber, you will find out why **Our Members Talk About the Difference** and what it means for your business.

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www.centralpachamber.com**



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