



Please take a moment to review the checklist and start taking advantage of your member benefits right away.

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**Set-up info page on The Chamber's website – ValleyChamber.org**

The first and one of the most important things to do, is to set up your custom information page on The Chamber's web- site, ValleyChamber.org. Every day, The Chamber's website delivers information about members businesses, special events and news about our Valley to thousands of users interested in information about the Wood River Valley. Last year, The Chamber saw a significant increase in the number of visitors to our website with over 229,000 unique visitors searching for information on everything from where to eat and shop, or to learn more about the many events we host in the Valley. You should have received an email with log-in information. Please take a moment to develop your web page including logo, hours of operation, location and a brief description of your products or services.

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**Share your new member post on Facebook / Follow The Chamber / Ask your team to follow The Chamber**

The Chamber's social media channels are vital to the way we disseminate information about our members and events happening in the Valley. Please make sure you are following us on Facebook, Twitter and Instagram. The Chamber has over 10,000 followers across our social media channels and you now have access to share information to this significant group of engaged followers. We're looking forward to showing you how to use this important member benefit. When we approved your application, we immediately created a Facebook post introducing you as The Chamber's newest member. Please consider sharing this post to your Facebook followers as our first joint marketing of your business to the world of social media.

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**Send a copy of your high-resolution logo to Kristy@ValleyChamber.org**

The Chamber would like to use your logo whenever we are able. Please send Kristy a copy of your high res logo ([kristy@valleychamber.org](mailto:kristy@valleychamber.org)) for our files. We will include your logo in our Members Slide Show that we share at many of our events.

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**Send Kristy all of the email addresses in your organization that should receive our regular communications**

The Chamber's eNews Letter is sent to a list of over 1,800 subscribers every Wednesday. Please send Kristy all of the email addresses you would like added to this list to receive this informative newsletter. Additionally, important Members Only information will be occasionally sent to these addresses as well.

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**Let us know if you will redeem Valley Bucks**

If you are a retailer or service provider, please let us know if you would like to participate in our popular Valley Bucks gift certificate program (formerly known as Chamber Bucks). As a member, you receive 100% of the face value of any Valley Bucks certificates you accept. Valley Bucks is yet another way The Chamber is encouraging our community to always think local first.



### **Make arrangements to have your organization's information in the Welcome Center**

Your membership also gives you access to include information about your business at the Welcome Center next to the rodeo grounds in Hailey. Located at the exit to Freidman Memorial Airport, the Welcome Center is the first stop for many of our Valley visitors. Contact our offices today and we'll help you include information about your business to this important group.



### **Set up a Hot Deal for website visitors or just a member to member offer**

The Chamber's website also includes a special feature known as Hot Deals. As a member you can use this exclusive service to offer specials or discounts to the general public or just to other members. Contact us for more information about this service.



### **Review The Chamber committees and their duties**

Committees of three to six members are needed to implement the broad vision of The Chamber. The committees develop the operational strategies to implement our strategic plan. Committees develop recommendations which are then approved by the Board of Directors. The Committees are: Executive, Planning & Bylaws, Business Development, Membership, Events, Fund Raising, Marketing, Ambassador, Visitor Services, Government & Community Affairs, Retail, and Restaurant.



### **How to use the networking opportunities**

The Chamber has different networking opportunities such as Business after Hours and our Wake Up events. The Business After Hours are usually on the third Thursday of every month from 5-7 pm and held at a new location each month. Over 100 people attend and the hosting business either provides or collects raffle prizes which are given out at the event. The Chamber announces new members, upcoming events and members with important updates are given a few minutes to talk in front of this group. Our Wake Up events are held on the second Tuesday of each month, from 9-10 am. These are similar to the Business After Hours but more of quick and casual coffee-based function.



### **Training Classes**

The Chamber hosts a variety of training classes throughout the year to give you and your staff the tools to improve your business. Check out the training classes on our website or through our eBlasts and be sure to RSVP for ones that you would like to attend.



### **Ambassador Program**

The Chamber Ambassador program helps meet with new and existing members, and greets guests at the Welcome Table at networking events such as Business After Hours and our Wake Up events.



### **Events – volunteer / sponsor / host / prizes / information**

The Chamber has several events that we plan, or help plan, such as Hailey's Fourth of July festivities, the Skate Park Competition and the Turkey Trot and we are always looking for volunteers, sponsors and prizes. Also, if you are hosting an event we can help get the word out about your event.