



WELCOME TO THE ROHNERT PARK CHAMBER!

Best Practices of a Successful Chamber Member

- **Business Listing on Chamber Website** – Every chamber member has a complimentary business listing on our SEO optimized website which will help you reach new customers and clients. Upgrade to an enhanced profile for a fee of \$50 for 12 months. Enhanced profile benefits include being listed at the top of your category, pictures, 'hot' links to different pages on your website and much more. Review your listing every few months to make sure it's up to date.
- **Attend a Networking Event** – Great way to meet other business professionals and local residents, people who will want to buy from you. We have networking breakfasts, luncheons and after hours networking mixers each month. You are not required to attend these events but by having multiple ones each month, you will surely find one that fits your schedule. Find event information in our email newsletters and on the chamber calendar on our website.
- **Business cards and/or rack cards in the Chamber Office** – Residents and business owners stop by looking for referrals, make sure you are 'on the wall' in the Chamber Office.
- **Host an After Hours Networking Mixer** – Hosting a mixer is a great way to get new customers into your business. You provide appetizers and refreshments; we typically have 30+ attend. Don't have a place to host? You can host at a fellow chamber member's place.
- **Provide raffle prizes** for mixers, breakfasts or luncheons – Great way to attract new customers and to advertise your business even if you are not present, the value is typically \$20-\$25.
- **Have a booth at the annual Business Showcase** – We have 1,000+ attend this free community event, so great way to showcase your business and attract new customers. Those providing complimentary food or drink samples attend at no charge.
- **Be an event sponsor** – Marketing benefits vary by event, but all are great opportunities to advertise your business: Crab Feed in February, Business Showcase in the spring, Golf Tournament in the fall, Holiday Lights in December and monthly breakfasts and luncheons.
- **Advertise in our Email Newsletters** – In our Monday email newsletter, at no charge advertise events, promotions or include a sentence or two about your business during the time of the year many are looking for your product or service. Be a newsletter sponsor and 'own' the top of the newsletter. Newsletters are sent to 1,300+ and are shared multiple times on our Facebook and Instagram pages.
- **Become an Ambassador** – Ambassadors are official representatives of our chamber and this position allows you to be more involved in our business community. You will have numerous opportunities to market and promote your business. Ambassador duties include volunteering at our events, being a liaison to chamber members and helping us recruit new members. Ambassadors meet monthly and engage in group activities too.
- **Be on the prize wheel** at the June–August Rohnert Park Friday Night Market. Everyone loves to spin the wheel and win. Donate items and let many know about your business. Items could be pens, pencils or other swag and/or low dollar coupons for your business.

Welcome again to our Chamber! We are looking forward to partnering with you to grow your business.

If you have any questions on how to maximize your membership or want to set up a time to meet, please don't hesitate to contact Cathy Slack, Chief Executive Officer at the Chamber Office at (707) 584-1415.

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