

# MARKETING & MEMBERSHIP GUIDE



**Supporting business,**  
*growing community.*



# FROM THE DIRECTOR

Hello!

On behalf of the Jefferson Chamber of Commerce, welcome! We appreciate every partnership that we have with businesses, organizations, and community member and we look forward to working with you!

The Chamber recently completed a new strategic plan. The outcome of this plan was the development of our 4 Strategic Pillars: promotion, workforce, resource, and relationships. These pillars will serve as an outline of all that we do for and with members. In 2024, you will see the addition of a Children's Business Fair, educational programming, re-vamped community and networking events, and more!

This guide will walk you through an overview of who we are, what we do, and what your business can do to get involved, but is not necessarily all-encompassing. If there is something else that we can do or ideas you have on how to get involved, we would love to hear new ideas. If you ever have any questions, please do not hesitate to reach out.

Sincerely,

Megan Cooper  
Executive Director  
director@jeffersonchamberwi.com  
(920) 674-4511

*Scan here to schedule  
a meeting with me*



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*Promotion*



*Workforce*



*Resource*



*Relationships*

Below are the opportunities that the Jefferson Chamber of Commerce provides for businesses to promote themselves. **To take advantage of these benefits, you can either log in to your membership portal or send the information that you would like to promote to [admin@jeffersonchamberwi.com](mailto:admin@jeffersonchamberwi.com) and we'll add it for you!**

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## *INCLUDED IN YOUR MEMBERSHIP*

- Website listing featuring name listed by category, address, phone number and link to your website
- Publication of your business news in the Community News section of our weekly e-newsletter
- Referrals via Chamber staff, business directory, website, volunteers, etc.
- Add an event, job posting, news release, or hot deal to the Chamber website
- Add a flyer to the weekly Wake-Up Wednesday newsletter
- Hang an event flyer in our office window
- Display your business cards or brochures in the Chamber office
- Jefferson Chamber of Commerce Facebook Page- send us your information, and we'll share it! (based on availability)
- Chamber Bucks
  - Chamber Bucks are purchased at the Jefferson Chamber of Commerce by the public and come in denominations of \$10, \$25 and \$50. A list of participating chamber businesses is provided when Chamber Bucks are purchased at the Chamber office. Chamber Bucks work just like a check for customers and can be deposited into your account at your financial institution.
- And more! If there is something else that you need our help in promoting, reach out and we'll find a way to help!

## *ADDITIONAL OPPORTUNITIES*

- Send out a Business to Business Email Blast (\$50, limited space)
- Feature your Business or Event on the Homepage of the Chamber Website (\$100/month, limit 6 per month)
- Member Only Sponsorship Opportunities available to fit your budget



Promotion



Workforce



Resource



Relationships

The Jefferson Chamber of Commerce supports and collaborates with current and future workforce initiatives in Jefferson and Jefferson County. This includes partnering with other organizations and agencies to attract and retain new workers and developing a strong workforce within the existing Jefferson community. Additionally, in 2024, the Jefferson Chamber is creating new workforce initiatives.

## NEW TEACHER BAGS

Each year, we assemble bags to gift to new teachers in the Jefferson community. Any member business is able to put items, information, etc. into those bags. We love to show support to our new teachers!



## NEW! CHILDREN'S BUSINESS FAIR

We all know that the children in our community today are the future of our workforce. Because of this, the Chamber is starting a Children's Business Fair in 2024! This will give our children a chance to create their own business, learn the ins and outs of selling, and an opportunity for them to showcase their work. This event will be open for any area children to participate. The event will be open to the public. More information will be announced in early 2024.

## COMING SOON! LEADERSHIP DEVELOPMENT PROGRAM

We are working to add a Leadership Development Program, which will be available for member businesses to participate by sending their employees. The goal of this program will be to cultivate leaders from within the current Jefferson workforce to increase employee skills and longevity. This program will be introduced later in 2024 or in early 2025. More information coming soon.



Promotion



Workforce



Resource



Relationships

The Jefferson Chamber of Commerce serves as a hub for businesses and individuals. We provide resources and opportunities for learning. If there is something that we are unable to help a business with, we will work to connect that business to someone who is able to help them.

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## REFERRAL NETWORK

From the start of January to the end of December in 2023, the Jefferson Chamber of Commerce fielded more than 1,500 calls from 38 different US States, sent over 8,100 emails, and distributed more than 3,000 Jefferson brochures. These calls, emails, and brochures connect us with different community members, visitors and tourists, potential new community members, and businesses. **Our total unpaid impressions in 2023 was more than 250,000.**

## NEW! LUNCH AND LEARN

Hosted once per quarter, Lunch and Learn events will be an opportunity for you and your employees to learn about a topic or issue that is relevant and important to local businesses and organizations. An expert on each topic will be brought in for this event. Topics will change each quarter. If you have a recommendation for a topic that would be useful for area businesses, please let us know.

## INFORMATION HUB

The Jefferson Chamber of Commerce keeps an internal database where we maintain lists and information for the benefit of businesses, community members, and visitors. This information is available by contacting our office. If there is something else that you need, please let us know!

- ▶▶ Brochures and Information on local businesses in most industries
- ▶▶ Relocation and recruitment resources
- ▶▶ Current issues and policies at the local, state, and national level
- ▶▶ Event and Meeting Planning Vendors and Resources
- ▶▶ Contacts with state and national agencies, media, elected officials, and more
- ▶▶ Available Grants



Promotion



Workforce



Resource



Relationships

The Jefferson Chamber of Commerce serves as a connector between businesses, community members, tourists, local and statewide officials, and more.

## BUSINESS AT 5

This event is an opportunity to promote your business, show off your facility, and network with other local business professionals. This event is FREE for members to attend. Your event will be held at your place of business or co-hosted with another business from 5:00pm-6:30/7:00pm. We only host one Business at 5 per quarter. Let us know if you're interested in hosting!

## MULTI-CHAMBER BUSINESS OVER BREAKFAST

Hosted once per quarter, this is an opportunity to network with professionals from surrounding communities. Eat breakfast and network with new people in the area! Business members from Whitewater, Jefferson, Fort Atkinson, and Lake Mills and surrounding areas are invited to attend Business over Breakfast.



## ANNUAL DINNER

This dinner is held each year in the 1st quarter to celebrate the accomplishments of the Jefferson Chamber of Commerce and member businesses and to showcase upcoming goals and initiatives. This is the largest member to member networking event of the year.

## COMMUNITY EVENTS

The Jefferson Chamber of Commerce hosts 3 community events each year - Wine Walk, Boo Bash, and Holiday Parade of Lights. Sponsorships and participation opportunities are available for all member businesses.

# MEMBERSHIP INVESTMENT

1-5 full time employees.....	\$220
6-10 full time employees.....	\$330
11-15 full time employees.....	\$440
16-20 full time employees.....	\$550
21-30 full time employees.....	\$660
31-50 full time employees.....	\$880
51+ full time employees.....	\$1,100
Financial Institution Level A (assets \$0M-\$25M).....	\$550
Financial Institution Level B (assets \$26M-\$50M).....	\$800
Financial Institution Level C (assets \$50M+).....	\$1,100
Non-Profit / Civic Organization.....	\$110

Your membership participation with the Jefferson Chamber of Commerce can be instrumental in bringing your business or organization to the forefront and promote the economic growth and quality of life of this community.

## How To Apply

Once your application is submitted, a Chamber team member will process your information and reach out to you. We are excited to have you as a member!



## NEW MEMBERS

Upon joining the Jefferson Chamber of Commerce, we want to recognize and celebrate your business by:

- **Ribbon Cutting or Plaque Presentation**
  - We'll come to you with some teammates for this celebration
- **Press Release**
  - After your Ribbon Cutting or Plaque Presentation, we'll write and share a Press Release with local media and include in our next Wake Up Wednesday newsletter
- **Social Media Post**
  - We'll do a social media post sharing the press release, a photo, and tag your business