



MEMBERSHIP GUIDE

Find Your Path to Success

Welcome to the Hanover Chamber of Commerce!

There isn't one perfect way to be a Chamber member. Whether you're here to grow your business, meet new people, build your reputation, or give back to the community, we've created several "routes" to help you make the most of your membership.

Connect — Network Builder

Promote — Marketing & Visibility

Grow — Business Growth

Lead — Community Leader

Engage — Relationship Builder

Maximize — Everything Route

Route 1: The Network Builder

Connect — "I joined to meet people and build relationships."

This path is perfect for:

New businesses
Sales professionals
Realtors
Financial professionals
Anyone looking for referrals

Your Action Plan

- ✓ Attend networking events regularly (such as Business After Hours)
- ✓ Introduce yourself to new members
- ✓ Participate in ribbon cuttings
- ✓ Join a committee
- ✓ Schedule one-on-one coffee meetings with fellow members

Success Goal: Meet five new Chamber members each month.

Route 2: The Marketing & Visibility Route

Promote — "I want more people to know about my business."

This path is perfect for:

Businesses looking to increase awareness.

Your Action Plan

- ✓ Complete your online member profile
- ✓ Upload your logo and photos
- ✓ Purchase a Member Spotlight
- ✓ Advertise in annual magazine/directory
(*Discover Hanover County VA*)
- ✓ Host a ribbon cutting or milestone celebration
- ✓ Sponsor an event
- ✓ Share Chamber social media posts

Success Goal: Utilize at least one Chamber marketing opportunity each quarter.

Route 3: The Community Leader

Lead — "I want to make a difference in Hanover."

This path is perfect for:

Business owners

Managers

Civic-minded professionals

Your Action Plan

- ✓ Join a Chamber committee
- ✓ Volunteer at Chamber events
- ✓ Support Chamber Foundation initiatives
- ✓ Attend Member Calendar events
- ✓ Become a Chamber Champion (if applicable)

Success Goal: Volunteer for at least two Chamber initiatives each year.

Route 4: The Business Growth Route

Grow — "I'm looking for resources to help my business grow."

This path is perfect for:

Owners and managers wanting practical business support.

Your Action Plan

- ✓ Attend educational programs (such as On-Topics and Chamber Values webinars)
- ✓ Read the Member Minute and monthly newsletter
- ✓ Utilize the online Member Directory
- ✓ Explore member benefits like healthcare options
- ✓ Learn from other business owners

Success Goal: Implement one new business idea each quarter.

Route 5: The Relationship Builder

Engage — "I want long-term business relationships, not just leads."

This path is perfect for:

Members who understand that trust leads to business.

Your Action Plan

- ✓ Attend events consistently
- ✓ Follow up with new contacts
- ✓ Celebrate fellow members
- ✓ Refer Chamber businesses
- ✓ Welcome new members
- ✓ Become a Chamber Ambassador

Success Goal: Become known as someone who connects others.

Route 6: The "Use Everything" Route

Maximize — "I want to maximize my investment."

Annual Checklist

Marketing

- ✓ Member Directory profile complete
- ✓ Member Spotlight
- ✓ Magazine advertising
- ✓ Social media engagement

Networking

- ✓ Attend signature events
- ✓ Ribbon cuttings
- ✓ Business After Hours
- ✓ Committee participation

Leadership

- ✓ Volunteer
- ✓ Committee service
- ✓ Leadership opportunities
- ✓ Become a Chamber Champion (if applicable)

Resources

- ✓ Newsletter
- ✓ Member Directory
- ✓ Healthcare Benefits (*WiseChoice & Fenyx*)
- ✓ Educational programs

Success Goal: Take advantage of every benefit available to you.

Your First 90 Days

Month One

- ✓ Attend a networking event
- ✓ Complete your online profile
- ✓ Subscribe to Chamber emails
- ✓ Introduce yourself to Chamber staff

Month Two

- ✓ Attend another event
- ✓ Meet three new members
- ✓ Join a committee
- ✓ Update your member listing

Month Three

- ✓ Attend a ribbon cutting
- ✓ Schedule two coffee meetings
- ✓ Explore sponsorship or advertising opportunities
- ✓ Decide which membership route fits you best

Mix and Match Your Journey

Most successful Chamber members don't stick to just one route — they combine them.

If you are...

Try combining...

A new business

Network Builder + Marketing

A nonprofit

Community Leader + Marketing

A growing company

Business Growth + Visibility

A seasoned member

Leadership + Relationship Builder

A sales professional

Networking + Relationship Builder



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