



Why should my business join the Raymore Chamber of Commerce?

The Raymore Chamber of Commerce is dedicated to protecting and promoting the local business community. A successful Chamber of Commerce makes for an involved and successful community. Consider these reasons to make that membership commitment:

- **Membership brings credibility to your business.** You can increase positive perception among consumers and business owners when you're identified as a member of a chamber of commerce.

If a consumer knows a small business is a member of its local chamber, the business enjoys a 44 percent increase in its consumer favorability rating, a 51 percent increase in consumer awareness, a 57 percent increase in its local reputation and a 63 percent increase in the likelihood that consumers will patronize the business in the future.

- **Membership helps create networking opportunities and business contacts.** Businesses face common opportunities and common problems – no matter the sector. Membership allows business owners and managers to come together with others who share and understand just what it takes to run a business – there's comfort in knowing your situation isn't unique. A shared camaraderie develops among members benefitting the chamber and the community.

Monthly luncheon meetings and monthly coffees provide Raymore Chamber members many opportunities to connect face-to-face with other professionals. Face-to-face interaction leads to stronger relationships. Business to business networking provides unlimited resources to those seeking advice from others.

Opportunities to serve on committees provide yet another networking platform for members as well as professional leadership development. You can build your business while promoting developments of keen interest to local businesses and the community at large.

Chamber events and programs are fun and innovative. They not only support the business community but the community at large providing members great opportunities to get to know new people and other local businesses.

- **Membership increases your business' visibility in the community.** As a new member of the Raymore Chamber of Commerce, you will be listed in a broadcast email to members, added to the Chamber Directory, and mentioned on Facebook. Other opportunities to be highlighted in chamber publications are available by advertising with the chamber and sponsoring events. The chamber may also help promote your grand opening/ribbon-cutting ceremony and assist with any other public relations efforts.

Your company will gain SEO benefits by having a link on the Chamber's website which is an authoritative reference point for search engine relevancy in addition to telling Google your site is important by association. Your membership also generates word-of-mouth referrals by other members which in turn generates more visibility for your company and its internet presence.

- **Membership increases your customer referrals.** Every day, your local chamber receives calls from individuals and businesses looking for potential vendors, and as a chamber member, you will be recommended first.

Credibility, networking opportunities, increased visibility in the community, increased customer referrals, access to resources, opportunities for growth both individually and professionally, shared camaraderie

Why wouldn't you want to join?

We recognize there are a lot of places for businesses to network via meet-ups; business to business marketing groups and online communities but remember this: **our Raymore Chamber of Commerce is the only one of these type entities that is actually looking out for your business and community first and trying to improve things where you are.**

Keep in mind, too, you can't just be a member by paying dues to reap the benefits. You must also make an investment of time and effort by attending chamber activities and becoming involved. Simply put, what you get out of a chamber membership is directly relative to what you put in.

For more information about how you can become a member of the Raymore Chamber of Commerce, please call, email or stop by the Chamber office today!