

# Killam & District Chamber of Commerce

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## How does our Chamber benefit its members?

Our overall goal is to strengthen our members – more profitable, more effective and efficient, more sustainable.

- Stronger businesses = Stronger community and vice versa
- Joint publicity through ads, Facebook page, signs, window decals, etc. helps increase community awareness of our members
- Special events draw customers to the community, build relationships with member organizations and encourage repeat visits
  - Increase customer spending and/or use of members' services & products
  - Increase loyalty of customers, "reward" loyal customers
  - Divert customers to Killam from other locations/online options
  - Good reputation for members as community boosters
- Access to national benefit programs such as insurance
- Build stronger relationships with fellow members
- Share ideas to inspire, encourage and collaborate
- Opportunities to learn new skills
- Source of news of upcoming projects, funding, etc.
- Combined voice to government, community and other stakeholders

## How can members contribute?

- Input and decision making at monthly meetings
- Share information/resources useful to other members
- Serve in leadership positions – executive positions or project coordinators
- Volunteer at an event
- Participate in promotions – collect entries, etc.
- Membership fee
- Donate prizes, supplies or advertising
- Refer customers to other members