



## 36 Powerful Ways to Maximize your Tri-Lakes Chamber Membership

At the **Tri-Lakes Chamber of Commerce (TLCC)**, our mission is to provide leadership to support, improve, and promote existing and new business. When you have made an investment in the Chamber with an annual membership, now what? Here are powerful ways to make that investment pay off many times over.

### Print

1. Check your listing in the 2008 Official Resource Guide and help us make sure that all of the information is current and correct – listing is **FREE!**
2. Use the Tri-Lakes Chamber logo in your advertising and on your website – **FREE!**
3. Send us a press release that has wide appeal and we will assist in spreading the word – **FREE!**
4. Add an additional listing in the guide if you fit in more than one business category – **FREE!**
5. Advertise in the Official Resource Guide & Member Directory.
6. Participate in an advertising co-op to stretch your ad dollars.

### Web/Email

7. Check your Chamber website listing to make sure all the information is current and correct, including your key words – **FREE!**
8. Check your website categories – you can add as many as two additional basic listings for **FREE!**
9. Offer a Member 2 Member discount – **FREE!**
10. Submit a news item that will be of interest to other members and we will add it to our weekly eNewsletter and post it to the event section of our website at [www.trilakeschamber.com](http://www.trilakeschamber.com) – **FREE!**
11. Make sure that everyone in your company/organization who should be receiving our weekly member eNewsletter is on our distribution list – **FREE!**
12. Register your events at our official event calendar on our website, [www.trilakeschamber.com](http://www.trilakeschamber.com) – **FREE!**
13. Maximize your Chamber web member directory listing with a link to your website – **FREE!**
14. Purchase a website banner ad or enhanced listing

### Visitor Information Center

15. Make sure the Visitor Information Center is stocked with your most current brochure – **FREE!**
16. No brochure? –Then provide lots of business cards – **FREE!**
17. Purchase an advertisement on our new enhanced visitor center.

### Networking & Business Promotion

18. Serve on a TLCC committee – **FREE!**
19. Attend Monthly Business After Hours – **FREE!**
20. Host a Ribbon Cutting or Open House – **FREE!**
21. Volunteer at an event – **FREE!**
22. Attend our Quarterly Member Luncheons.
23. Attend our Weekly Networking Meetings.
24. Attend the Annual State of the Chamber Breakfast (January).
25. Attend the Annual Dinner & Silent Auction (April).
26. Get a booth at the Annual Street Fair (July).
27. Play in our Annual Golf Tournament (August).
28. Attend the Business Expo (September).

### Community Exposure & Sponsorships

29. Be a Chamber Investor.
30. Sponsor or conduct a Business Education Workshop.
31. Host a Monthly Business After Hours as an individual business or within a "Business Neighborhood".
32. Sponsor and/or advertise at the following Annual events:
  - a. Quarterly Member Luncheons.
  - b. State of the Chamber Breakfast
  - c. Annual Dinner & Silent Auction.
  - d. Taste of Tri-Lakes
  - e. Annual Kids Fishing Derby
  - f. Annual Fourth of July Street Fair.
  - g. Annual Golf Tournament.
  - h. Front Range Business Expo
  - i. Annual Health Fair

### Even More!

33. Invite a TLCC representative to speak at a board meeting or other company function – we love to tell the world about the benefits of Chamber involvement.
34. Run for the Board of Directors.
35. Attend Pikes Peak Regional Business Partnership Events at special prices.
36. Save on Merchant Card Services thru specials.