



Small Business Success Kit

FoxCitiesChamber.com
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FOX CITIES CHAMBER

CONNECT | GROW | LEAD

February 2023



Small businesses are the backbone of our community, and the Chamber is proud to offer the tools, resources, and support you need to succeed.

WE SUPPORT SMALL BUSINESSES THROUGH:

- Events designed to connect small businesses in the Fox Cities to their peers and established business leaders
- Education and professional development offerings for small business owners and their employees
- Partnerships with local, state, and national organizations that you can tap into
- Public policy initiatives that advocate for small business interests
- And more!



This Small Business Success Kit outlines the many ways your Chamber can help your business **connect, grow, and lead**. Know that we are always working for you! We've got your back ... our goal is for YOU to succeed, because when you succeed, the entire Fox Cities succeeds!

Feel free to reach out to any of our team members if you have any questions or need further assistance.

President & CEO, Fox Cities Chamber



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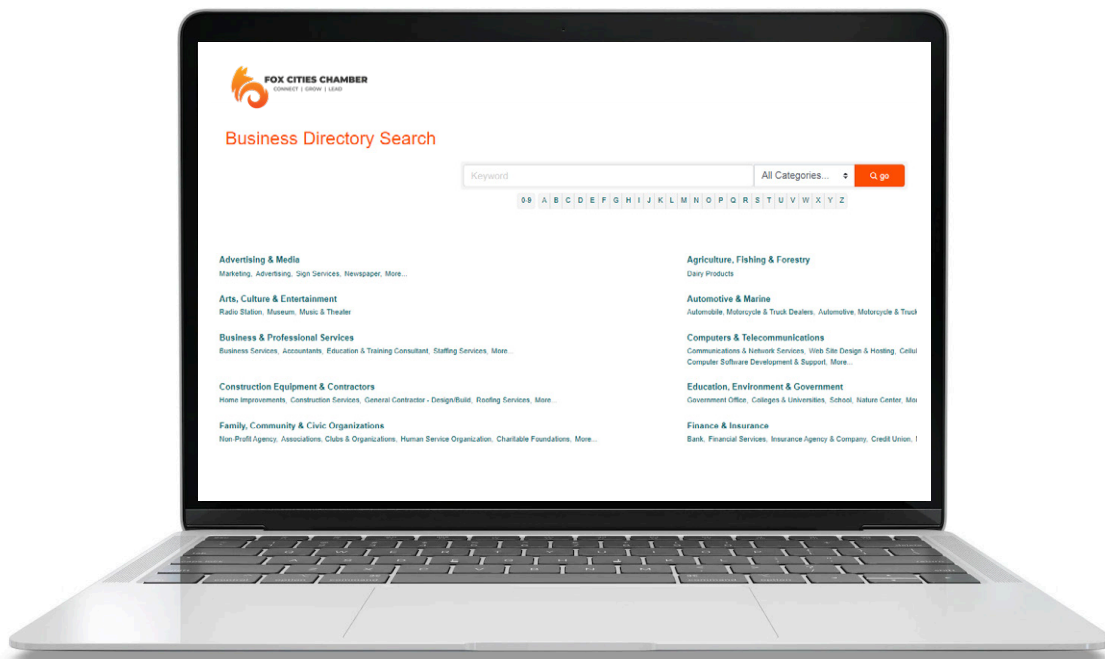
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PROMOTE YOUR BUSINESS



Get Found in Our Online Member Directory

Create a profile with up-to-date information so that other Chamber members can get in touch with you, and members of our community can connect with your business for goods and services. You may also use the Member Information Center to post your events to the Chamber website.

Send Us Your News Releases

Send us your news releases and we will post them on our Chamber web site. Select releases will also be highlighted in our weekly newsletter. **Email them to marketing@foxcitieschamber.com.**

Put your Events on the Chamber Calendar

Using your Chamber account, you can upload your company events to the Chamber online calendar!

Display Your Marketing Materials

Drop off your company brochures and we will proudly display them in the Chamber lobby.

Advertise in Fox Cities Week Newsletter

Our weekly digital newsletter reaches more than 7,000 members of the Fox Cities Business community. It's a great opportunity to target a B2B audience. Additionally, the Grow and Lead membership levels receive free advertising credit annually. **Email marketing@foxcitieschamber.com for more information.**



Spotlight Your Company

Members at the Grow and Lead level receive a **free** member spotlight. Upon request, Grow members can submit a written Member Spotlight (300 words) to be featured on the Chamber website, in our Chamber e-newsletter, and in an issue of The Business News.

Lead members can choose from either a written or video member spotlight and be featured on the Chamber website, social media channels, and in our Chamber e-newsletter. **Email marketing@ foxcitieschamber.com for more information.**



Sponsorships to Meet Any Budget Level

Partner with your Chamber and celebrate our shared values. Whatever your business goals or size, the Chamber can help you find a sponsorship opportunity that positions your brand as a community advocate.

Hold Milestone Celebrations

Members at the Connect level and above have the opportunity to host one ribbon cutting, grand opening, anniversary, or other milestone celebration each year. There is a fee for Connect Free members.



NETWORKING

Attend or Host Business After Hours

Business After Hours is one of our most popular events at the Chamber. Each month a different member hosts an informal after-hours event. Bring your business cards and connect with professionals across varying industries. Interested in hosting? **Contact jwickersham@foxcitieschamber.com for details.**

Events to Network and Grow

Each month we hold numerous events that align with our mission to promote employers and economic development, while serving as a catalyst to further improve the quality of life in our region. **Visit our events calendar online, or scan the QR code at right for upcoming events.**



PULSE Young Professionals

Our PULSE group builds a powerful network of young professionals who are capable of connecting, inspiring, and leading community members and businesses within the Fox Cities. In addition to offering networking opportunities, PULSE opens doors to future leadership opportunities for its members. This program plays an important role in helping young professionals gain skills, strengthen community, and establish careers in the Fox Cities.

If you are a young professional looking to learn and connect, **apply on our web site to be a member.**

Join a Chamber Committee

Your Chamber has several opportunities to volunteer:

- Leadership Fox Cities Steering Committee
- Leadership Fox Cities Alumni Association Committee
- Ambassadors
- Public Policy Council
- Appleton's Oktoberfest Committee and Event Volunteers
- Future Fox Cities Career Expo Event Volunteers
- PULSE Young Professionals Network Steering Committee

Drop us a line at info@foxcitieschamber.com and we'll get you more information



Build your Network

New networking opportunities can be delivered to your inbox. Get to know other Fox Cities Chamber members with Fox Cities Chamber Network Builder.

Once you are signed up for Network Builder, you'll receive custom email introductions connecting you to other members of Fox Cities Chamber. **Visit our web site for more information and to sign up.**

Ambassadors

The Ambassadors are a dedicated group of business volunteers who serve as the public relations arm for the Chamber. They attend Chamber events and ribbon cuttings, and contact members on a regular basis. They advocate for the Chamber and provide an exceptional experience for the Chamber's members. The ambassador team meets monthly.

Contact Jim Wickersham at jwickersham@foxcitieschamber.com for more information.



Power Networking Groups

Expand your Fox Cities network by joining a Fox Cities Chamber Power Networking Group. Simply submit our online form to express your interest and we will match you with a group that connects you with other professionals from outside of your industry.



EDUCATION & PROFESSIONAL DEVELOPMENT

Discounted Fox Valley Technical College Training

We collaborate with Fox Valley Technical College to offer small business seminars and training at a reduced rate for Chamber members. Offerings in 2023 focus on marketing, social media, talent, and sales management. **Visit our events page online to view the current opportunities.**



Grow Seminar Series

The Fox Cities Chamber is partnering with our members to offer an annual seminar series. The series allows our local business experts to share their knowledge and experience with other members and the business community. The focus in 2023 will be on marketing, specifically in the areas of social media, branding, marketing on a shoestring budget, and developing a marketing plan.

Keep an eye on our online events calendar for more details!

Grow with Google Partnership

The Fox Cities Chamber has partnered with Google to offer tools and resources that help small businesses adapt, grow, and better serve the community. Together we can help you make the most of the opportunities created by technology. Learn how to stand out online, reach more customers, and work more efficiently using “Grow with Google” tools and programs.

Grow with **Google**
PARTNER

Leadership Fox Cities

Leadership Fox Cities is a 9-month community-based, hands-on learning experience for budding and aspiring Fox Cities leaders. Individuals who apply and are accepted to the program will learn about social issues, leadership strategies, and volunteerism, as well as participate in a hands-on group project. The experience culminates with a formal graduation event and induction into the Leadership Fox Cities Alumni Association. Leadership Fox Cities 2.0 is available as the next step for graduates.

Other Seminars & Webinars

We offer other regular educational opportunities for members, including our Public Policy series, PULSE Young Professional seminars/workshops, and Dale Carnegie training. **View our Events page online for an up-to-date calendar.**

TALENT RETENTION/ATTRACTION

Economic Development Initiatives

Fox Cities Chamber Regional Partnership is the economic development division of the Chamber. We are committed to key initiatives that support talent retention and attraction and help businesses locate and expand in the Fox Cities Region. The Regional Partnership is supported by public and private sector partners from around the region. **Scan the QR code at right to learn more about this initiative.**



Become a Designated Supporter of Young Professionals

Chamber members have an opportunity to support young professionals within the Fox Cities by being designated as a Champion of Young Professionals. A program of our PULSE Young Professionals, any Fox Cities company can apply to be classified as a YP champion and pledge to provide support and a positive work environment for YPs within their organization. **Visit our PULSE page online to apply.**

Do you have an Employee Friendly Workplace?

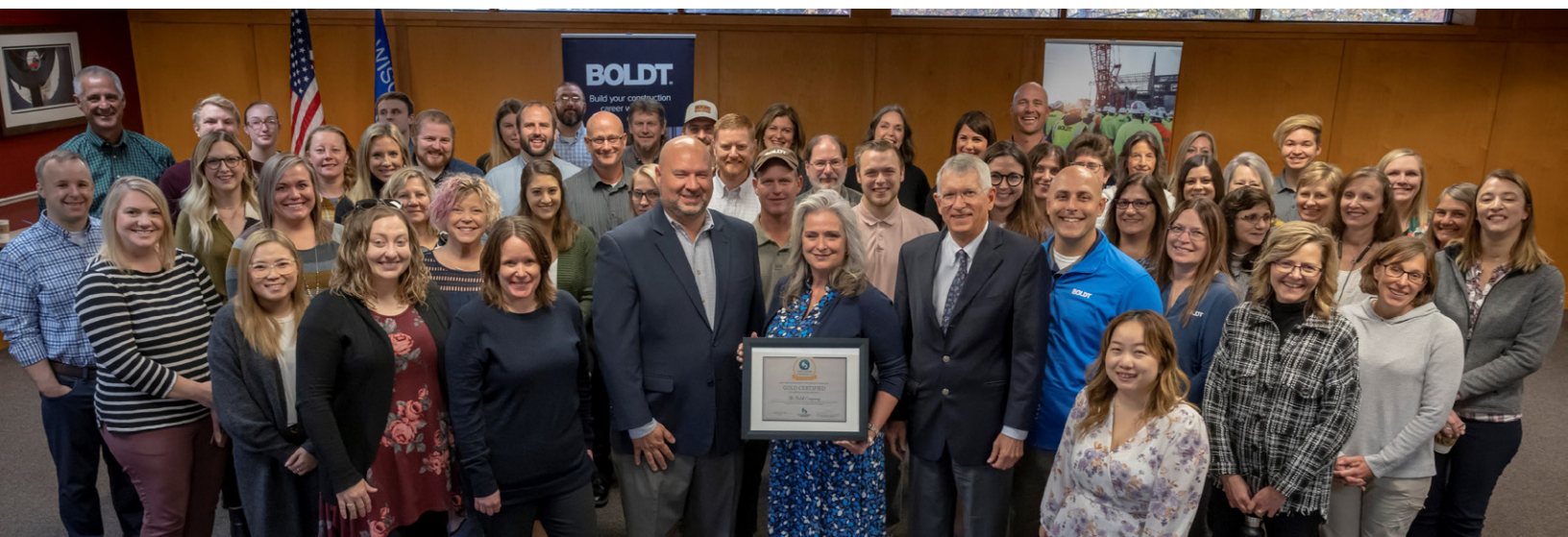
Get a competitive advantage in talent retention and attraction by applying to become certified as an Employee Friendly Workplace. This designation encourages the adoption of employee friendly workplace practices and policies to help employers enhance work/life balance and improve employee engagement.

Reach a Larger Audience with our Job Postings

Members at the Connect level and above can submit their job postings through their Chamber account, where they will be uploaded to our web site. Select job openings are also highlighted in our newsletter each week. In 2022, we had 246 member job postings with 17,000+ views.

Career Expo, Smart Girls Rock!, Fox Cities Days

Talent retention and attraction is a major focus at the Chamber, and we hold several events to help with your workforce needs: Smart Girls Rock, Fox Cities Days, and Future Fox Cities Career Expo. **Visit our events page online to learn how you can get involved.**



FREE BUSINESS CONSULTING



SBDC

It's easier than ever to access the pros from the Small Business Development Center (SBDC), as consultants are at the Fox Cities Chamber office on a regular basis. No matter what stage you are at in starting or growing your for-profit business, their small business experts are here for you. **Schedule an appointment through our events calendar.**

SCORE

We partner with Fox Cities SCORE to provide free and confidential mentoring at our Chamber offices, for entrepreneurs and small businesses working to start or grow a business. **Contact SCORE online at score.org/foxvalley**

FVTC

We also partner with Fox Valley Technical College to come on site at the Chamber on a regular basis to offer weekly, "Smart Conversation Sessions" for Chamber members and small business owners. **To schedule an appointment, contact Bill Ritcey at 920-819-5546 or email ritcey@fvtc.edu.**

Business Retention & Expansion Visits

The Business Retention & Expansion (BR&E) program is a FREE service to employers in the Fox Cities region, run through our Regional Partnership. Its purpose is to:

- Identify needs, challenges and opportunities within your business and
- Connect you with tangible solutions that remove barriers to growth and are critical to your long-term success

Let us help you in the areas of workforce, real estate, regulatory relief, marketing, financing, and other key issues and "growing pains." **Email noostmeyer@foxcitieschamber.com for details.**

ADVOCACY

The Fox Cities Chamber works to promote and cultivate a thriving business climate while protecting and advancing the interests of not just its members, but the community as a whole.

Jon Turke, Vice President of Government Affairs, is your liaison and small business advocate at the local, state, and national level. **For more information email jturke@foxcitieschamber.com.**

RESOURCES

US Chamber of Commerce Benefits

As a member of the Fox Cities Chamber, you have access to several small business benefits offered through the US Chamber of Commerce:

- Digital learning platform
- Publications subscriptions
- FedEx discounts
- Discounts on Met Life products
- Attend virtual events free of charge

If you are interested in joining the US Chamber (at no extra charge) to receive their small business benefits, email us at info@foxcitieschamber.com



THE BUSINESS NEWS

The Business News Subscription

All Chamber members receive a complimentary subscription to The Business News for their organization.

Use of Chamber Media & Meeting Rooms

Members at the Connect Level and above may reserve the Chamber's meeting rooms and conference spaces in downtown Appleton at no cost, subject to availability. There is a fee for Connect Free members.

The Chamber also has a media room available for member's photo and video needs. There is no charge to members at the Connect level and above. Connect Free members have a fee.

Notary & Other Business Resources

We offer all members complimentary notary services and verification stamping on certificates of origin. We can also provide work permits for minors under the age of 16, in order for them to work in many industries.



Maximize your Chamber Membership

In column A check all the reasons why you joined the Chamber. In column B, check the top priorities for your business. By looking at the areas that align you can prioritize the many ways to maximize your Chamber membership and where to start.

Category	A: WHY JOINED CHAMBER	B: AREAS OF GROWTH	How the Chamber can help
To promote your business	<input type="checkbox"/>	<input type="checkbox"/>	
Networking	<input type="checkbox"/>	<input type="checkbox"/>	
Education & Professional Development	<input type="checkbox"/>	<input type="checkbox"/>	
Talent recruitment / attraction	<input type="checkbox"/>	<input type="checkbox"/>	
Business consulting/guidance	<input type="checkbox"/>	<input type="checkbox"/>	
Advocacy – to have a voice	<input type="checkbox"/>	<input type="checkbox"/>	
Access to business resources	<input type="checkbox"/>	<input type="checkbox"/>	