

WYANDOT CHAMBER OF COMMERCE

GET THE MOST OUT OF YOUR MEMBERSHIP

A practical guide to visibility, connection,
resources and community impact.

YOUR MEMBERSHIP WORKS WHEN YOU USE IT

START HERE

Membership is not a line item. It is a tool.

The Chamber can help you become more visible, make the right connections, find practical resources and stay involved in the decisions and opportunities shaping Wyandot County. The value grows when your entire team knows how to use it.

Your first 30 days

	ACTION	WHY IT MATTERS
1	Complete your profile	Confirm your directory listing, category, contact details, website, hours, description and logo.
2	Introduce your team	Tell us who should receive Chamber news, event invitations, billing notices and program updates.
3	Share your goals	Let us know whether your priority is visibility, hiring, connections, savings, advocacy or community involvement.
4	Choose one next step	Attend an event, request an introduction, submit news, explore a savings program or discuss a sponsorship.

Best practice: Add the Chamber to your communications plan. If you have news, an event, an opening, a milestone or a community partnership, send it while it is timely.

Turn membership into visibility.

People cannot choose, visit, hire or refer a business they do not know. Keep the Chamber supplied with accurate information and useful stories so we can help more people discover you.

Online member directory

Keep your listing complete and current. Use a clear description, the right category, a working website link and current hours.

Chamber communications

Submit openings, milestones, awards, community projects and events for possible inclusion in social media, newsletters or member communications.

Ribbon cuttings

Celebrate a grand opening, expansion, anniversary, renovation or ownership change. We help make the moment visible and connect it to the community.

Sponsorships and advertising

Build recognition through signature events, leadership programs, community initiatives and Chamber marketing opportunities.

Make your news easy to share

Send a short summary that answers who, what, when, where and why. Include one strong photo or graphic, a public link and the action you want readers to take. Allow as much lead time as possible.

Remember: Chamber promotion supports your marketing; it does not replace it. The strongest results come when your business and the Chamber reinforce the same message.

BUILD RELATIONSHIPS

Show up with a purpose.

The Chamber is a relationship network. Events and programs create access, but follow-through turns an introduction into a customer, partner, referral source or trusted colleague.

Choose the rooms that match your goals

Chamber and community events

Meet residents, customers and other organizations through signature events, networking opportunities and countywide gatherings.

Wyandot Safety Council

Build a safer workplace through monthly education, peer learning and eligible BWC rebate participation. Separate enrollment applies.

Leadership Wyandot

Develop leaders, deepen county knowledge and form meaningful cross-sector relationships through an immersive leadership experience.

Ambassadors, committees and projects

Ask where your time, knowledge or team can make a useful contribution without overcommitting.

A simple networking rhythm

BEFORE	DURING	AFTER
Choose one person or type of connection you want to meet.	Ask useful questions. Learn before you sell.	Follow up within two business days and mention where you met.

USE THE RESOURCES

Ask before you spend, search or struggle.

A quick conversation with the Chamber may connect you to a partner, program, training, vendor or regional resource you did not know existed.

Explore member resources and savings

01 Insurance and workplace

COSE MEWA health insurance options, Sedgwick workers' compensation support and Wyandot Safety Council.

02 Operations and shipping

Payroll processing discounts, bulk mailing support, FedEx and freight savings, and credit-card processing options.

03 Energy and sustainability

Chamber energy and sustainability programs that may help members evaluate costs and opportunities.

04 Chamber Bucks and member-to-member support

Chamber Bucks gift certificates encourage local shopping and are redeemable directly with participating Chamber members - keeping more dollars connected to businesses in our community.

05 Education

Seminars, webinars, quarterly training and regional educational partnerships, including North Central State College opportunities.

Program availability, eligibility and provider terms can change. Contact the Chamber before enrolling so we can direct you to current information.

Use the Chamber as a connector and advocate.

You do not need to know exactly who to call. Start with the Chamber. We can help frame the question, identify an appropriate resource and make a warm introduction when possible.

Good reasons to contact us

- ✓ You are hiring, expanding, relocating or planning an investment.
- ✓ You need an introduction to a local business, school, nonprofit or public partner.
- ✓ A policy, infrastructure or workforce issue is affecting your organization.
- ✓ You want to host, sponsor, teach, volunteer or collaborate.
- ✓ You have a milestone, event or story the community should know.
- ✓ You want to understand which Chamber opportunity best fits your goals and budget.

Advocacy works best with specifics

Share the issue, who it affects, what has already been tried and what a useful outcome would look like. The Chamber may not own every issue, but we can help determine the right next step and elevate recurring business concerns.

A practical engagement plan.

You do not have to participate in everything. Choose a consistent rhythm that supports your goals and fits your capacity.

EVERY MONTH

Review Chamber communications; check the event calendar; share timely business news; make or request one new connection.

EVERY QUARTER

Review your directory listing; attend at least one event or training; introduce a team member to a Chamber opportunity.

TWICE A YEAR

Meet with Chamber staff to discuss goals, challenges and upcoming opportunities; evaluate savings programs and sponsorships.

ONCE A YEAR

Measure the relationships, visibility, learning, savings and community impact created through membership; set next year's priorities.

Three questions to ask

1. What does our organization need most this year?
2. Which Chamber benefit directly supports that goal?
3. Who on our team should own the next action?

MEMBER CHECKLIST

Put your membership to work.

- ☐ Our directory listing is complete and accurate.
- ☐ The right employees receive Chamber communications.
- ☐ We have shared our current goals with Chamber staff.
- ☐ We know how to submit news, events and milestones.
- ☐ We have identified at least one event or program to attend.
- ☐ We have explored relevant savings and resource programs.
- ☐ We know when to request a ribbon cutting or promotional support.
- ☐ We have considered a sponsorship or partnership aligned with our goals.
- ☐ We have requested introductions or referrals when helpful.
- ☐ We review the value of membership at least once each year.

READY FOR YOUR NEXT STEP?

Tell us what you are working toward. We will help you identify the most useful place to begin.

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