

**Greater Wyalusing Chamber of
Commerce
Introduces our NEW
2021-2022
Membership Benefits**



Focus and Goals

- Increased return on investment for members
- Quality over quantity
- Products and services that focus on member needs
- Elimination of stale and irrelevant programs and services



Background

Previously, membership dues have been based on employee counts rather than employee engagement/involvement in the chamber. Dues have also not been changed since the beginning of the organization in 1995. Businesses invest because it benefits their bottom line; they want to receive value for their investment. Previous membership commonly was based on community loyalty regardless of return on investment, meaning members were joining the chamber because they felt it was "the right thing to do," not because they necessarily saw the benefits they could get from it.



What does this new membership mean for YOU?

- It's a tiered dues system of membership
- This is a type of membership where you are investing in pre-packaged programs and services that meet your specific company needs.
- It is a "consultative" type of membership where you are advised which programs and services will be most fitting for your company needs and interests.

Why YOU should join!

This new structure will simplify your membership in many ways:

- You are pre-registered for events .
- You become a sponsor of GWCC events and programs without continually being asked.
- Engagement opportunities (committees, events, networking, sponsorships).
- Planning for your budget - know your total investment upfront.

Our new membership allows you to see what you are investing in and what you will be receiving in return for your investment. You are getting something in return for what you put in!

Contact Executive Director Kelly White to find out more about how investing with the Greater Wyalusing Chamber of Commerce can work for you.



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