



## The Power of Collaboration: Building Successful Memberships and Events through Strategic Partnerships and Marketing

**Collaboration leads to shared success:** By partnering with other organizations, your chamber can tap into a wider network of resources, knowledge, and expertise. Collaboration can help you to create more successful events and campaigns and ultimately benefit your members.

### Why We Collaborate:

- **Create more successful events:** Events are crucial to any chamber's membership engagement strategy. By collaborating with other organizations, you can create more successful events that provide value to your members. This can include co-hosting events with other organizations, sharing resources and expertise, and leveraging each other's networks to promote events.
- **Provide more value to members:** Collaboration can help you to provide more value to your members. By partnering with other organizations, you can offer new services, resources, and benefits to your members. This can include access to specialized training, networking events, or industry-specific resources.
- **Strengthen your community:** Collaboration can help strengthen your community by bringing together different organizations and stakeholders. Working together towards common goals can build stronger relationships, promote economic growth, and create a more vibrant business community.
- **Build a sustainable future:** Collaboration is essential for building a sustainable future for your organization and your members. By working together with other organizations, you can share resources and expertise, reduce costs, and create new opportunities for growth and innovation. This can help ensure that your organization remains relevant and effective for years.
- **Membership growth through collaboration:** Collaboration with other organizations can help you to reach new audiences and expand your membership base. By partnering with other chambers, trade associations, or community organizations, you can leverage their networks and expertise to promote your organization and attract new members.

## Keys to Successful Collaboration:

- **Identify common goals:** Before embarking on any partnership or collaboration, it's essential to identify your common goals and objectives. This will help you ensure that you're working towards the same outcomes and can avoid any misunderstandings or conflicts.
- **Leverage each other's strengths:** By partnering with organizations that have complementary strengths and capabilities, you can create a more well-rounded offering for your members. For example, if you're a small chamber with limited marketing resources, you might partner with a larger organization with a strong marketing team.
- **Use marketing to amplify your message:** Effective marketing is critical to any successful event or campaign. Collaborating with other organizations can reach a wider audience and amplify your message. This can increase event attendance and drive more interest and engagement from potential members.
- **Leveraging social media and digital marketing:** Social media and digital marketing are essential for promoting events and attracting new members. This can include cross-promoting events on each other's social media channels, creating joint email marketing campaigns, and sharing content on each other's websites and blogs.
- **Build long-term relationships:** When building partnerships and collaborations, focusing on building long-term relationships is important. This means being transparent, communicative, and reliable and working towards shared goals over the long haul. By doing so, you can build a network of trusted partners to help you achieve your objectives and benefit your members for years to come.
- **Stay nimble and adaptable:** Finally, it's important to stay nimble and adaptable when building partnerships and collaborations. The business landscape constantly changes, and new opportunities and challenges will arise. By staying flexible and willing to adapt, you can ensure that your partnerships remain relevant and effective over time.

## Example of Potential Collaboration Partners:

- **Other Chambers of Commerce and FACP Members**
- **Media Outlets**
  1. Local newspapers, such as the Miami Herald, Tampa Bay Times, or Orlando Sentinel
  2. Local television stations, such as NBC 6 South Florida, WFLA News Channel 8, or WESH 2 News

3. Local radio stations, such as WLRN Public Radio, News Radio WFLA, or WFTL 850 AM
4. Local lifestyle or entertainment magazines, such as Miami New Times, Orlando Weekly, or Creative Loafing Tampa Bay
5. Local business publications, such as Florida Trend or the South Florida Business Journal
6. Online news sites, such as Florida Politics, Florida Today, or the Tampa Bay Business Journal
7. Local blogs or social media influencers, such as The Daily Buzz or The Buzz Agency
8. Local event calendars or online directories, such as Eventful or Visit Florida
9. Outdoor advertising, such as billboards or bus shelters, through partnerships with advertising agencies or media companies
10. Local event sponsors or exhibitors who can help promote chamber events and membership through their own marketing channels.

- **Local Business Associations**

1. Local business improvement districts (BIDs)
2. Downtown business associations
3. Merchant associations
4. Small business associations
5. Networking groups for specific industries or sectors
6. Regional business alliances
7. Women-owned business organizations
8. Young professionals groups
9. Minority-owned business associations
10. Chambers of commerce for specific regions or neighborhoods within the community.

- **Economic Development Organizations**

1. Enterprise Florida - the state's official economic development organization
2. CareerSource Florida - a statewide workforce development network
3. Florida Economic Development Council - a non-profit organization of economic development professionals
4. Florida Small Business Development Center Network - a statewide network of small business assistance centers
5. Florida First Capital Finance Corporation - a non-profit lender specializing in SBA 504 loans

6. Florida High Tech Corridor Council - a partnership of universities, research institutions, and economic development organizations promoting the high-tech industry in central Florida
7. Space Florida - a state agency focused on promoting and supporting the aerospace industry
8. Tampa Bay Economic Development Council - a regional economic development organization serving the Tampa Bay area
9. Miami-Dade Beacon Council - the official economic development organization for Miami-Dade County
10. Greater Fort Lauderdale Alliance - the official public/private partnership for economic development in Broward County

- **Trade Associations**

1. Florida Association of Realtors
2. Florida Restaurant and Lodging Association
3. Florida Retail Federation
4. Associated Builders and Contractors of Florida
5. Florida Bankers Association
6. Florida Association of Insurance Agents
7. Florida Home Builders Association
8. Florida Association of Mortgage Professionals
9. Florida Nursery, Growers and Landscape Association
10. Florida Medical Association
11. National Restaurant Association
12. National Retail Federation
13. American Hotel and Lodging Association
14. National Association of Manufacturers
15. National Federation of Independent Business
16. National Association of Home Builders
17. International Association of Exhibitions and Events
18. National Association of Realtors
19. National Association of Broadcasters
20. National Association of Convenience Stores

- **Nonprofit Organizations**

1. United Way
2. Rotary International
3. Boys & Girls Clubs of America
4. Habitat for Humanity

5. American Red Cross
6. Goodwill Industries International
7. YMCA/YWCA
8. Big Brothers Big Sisters of America
9. Local community foundations
10. Environmental advocacy groups such as Sierra Club or The Nature Conservancy
11. National Association of Nonprofit Organizations and Executives (NANOE)
12. National Council of Nonprofits
13. Junior Achievement
14. SCORE Association
15. Community-based organizations
16. Education-focused organizations, such as Teach for America
17. Arts and cultural organizations, such as local museums or theater groups
18. Social services organizations, such as food banks or homeless shelters
19. Health-focused organizations, such as the American Heart Association or the American Cancer Society
20. Youth development organizations, such as the Boys & Girls Club or the Girl Scouts

- **Government Agencies**

1. Small Business Administration (SBA)
2. Economic Development Administration (EDA)
3. Department of Commerce
4. State and local economic development agencies
5. Department of Housing and Urban Development (HUD)
6. Department of Transportation (DOT)
7. Department of Labor (DOL)
8. Department of Agriculture (USDA)
9. Environmental Protection Agency (EPA)
10. Federal Emergency Management Agency (FEMA)
11. Tourism boards
12. Industry-specific organizations
13. Community groups
14. Educational institutions

- **Tourism Boards**

- **Industry-specific Organizations**

- **Community Groups**

- **Educational institutions**

## Script to Connect with Partners:

"Hello, [non-profit organization name]. Our chamber is interested in exploring a partnership with your organization to benefit our community. We believe that by joining forces, we can make a greater impact and achieve more success. We see a lot of value in working with an organization like yours, and our respective strengths and resources could be very complementary.

We have some ideas for how we could work together, such as joint fundraising efforts, promoting each other's events, collaborating on advocacy efforts, and providing more value to our members through joint programming. We would also love to hear your ideas for working together to achieve our shared goals.

Please let us know if you're interested in exploring this partnership further. We would be happy to set up a meeting to discuss this in more detail."

*Dear Florida Association Chamber Professional Members,*

*My gratitude goes out to each of you for your unwavering dedication and tireless efforts in supporting the business community of Florida and beyond. Your remarkable work has undoubtedly positively impacted countless individuals and organizations.*

*I am honored to have had the opportunity to share my knowledge with you during the FACP webinar. My hope is that the insights shared will help increase your membership and further enhance your impact on the business community.*

*Please know that I am always here to support you in any way possible. If you ever need my assistance, please do not hesitate to contact me directly at [www.MeetShannon.com](http://www.MeetShannon.com). Together, let us continue to strive for excellence and make a meaningful difference in the lives of those we serve.*

*Partners in Success,*

*Shannon Procise*

*President, Business Acceleration Network*

*P.S. Remember to download your gift at [www.MediaMagicBook.com](http://www.MediaMagicBook.com)*

