

# MEMBERSHIP GUIDE TO YOUR CHAMBER OF COMMERCE



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TO JOIN, GO ONLINE TO

[FUEDSM.ORG](http://FUEDSM.ORG)

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**fusedsm**





YOUR CHAMBER OF COMMERCE

### PART\_01 / OUR PURPOSE

Our organization provides the spark and energy every business needs to ignite growth and prosperity through purposeful connections. Our brand promise is to provide effective resources, knowledge and passionate advocacy to local businesses. We work tirelessly for our members to generate dynamic business opportunities unlike those found anywhere in the city.

### PART\_02 / OUR CULTURE

Our culture is fueled by providing innovative solutions to the diverse range of businesses we serve. We are thought leaders. We are passionate and authentic. We are collaborators. We are fire starters looking to ignite economic growth for every one of our members.

### PART\_03 / OUR COMMUNITY

We are a community of business owners stimulated by providing explosive business growth opportunities forged from diversity, collaboration and authentic human interaction. We champion the success of our members with dignity and support one another with pride. Passionate integrity is fused into the very core of our community where hard work, inclusion and meaningful relationships define our past, present and future.



community development organization, united to drive economic growth with one voice, one mission, in one region. They work to grow opportunity, create jobs, and promote the best place to build a business, a career, and a future.

We hope that you are able to take full advantage of joining the Chamber as it is sure to empower your professional and personal life.

FuseDSM wishes to connect you with the business community as well as local leaders to expand your network and professional growth. We strive to support economic health through our efforts in membership, economic development, education, and advocacy. As a member of the Chamber, you will also be affiliated with the Greater Des Moines Partnership who is an economic and

# Your Member Benefits Include:



## COMPLIMENTARY MEMBERSHIP TO THE GREATER DES MOINES PARTNERSHIP:

Includes over 4,500 regional members, unlimited job postings, monthly regional events and more

### PROGRAMS:

**MOXIE** / President/Business Owners  
**Empresari@s** / Latino Community Leaders  
**Firestarters** / Member Ambassadors Group  
**501(c)3 Forum** / Non-Profit Group  
**JCI Membership** / Young Professionals  
\$40/individual

## ONLINE MARKETING BENEFITS INCLUDE:

- 01 /** 24/7 Member Login to add Hot Deals, Press Releases, Unlimited Job Postings, and more
- 02 /** Receive and Offer "Hot Deals" to and from fellow members
- 03 /** Promote your events on the member website calendar
- 04 /** New member listing in our newsletter
- 05 /** eNewsletter updates
- 06 /** Key search words for other members to find you in the online directory
- 07 /** List yourself with multiple categories so you are sure to be found

## EVENT & NETWORKING BENEFITS INCLUDE:

- 01 /** Over 60 Business Connection Events with free or discounted admission annually
- 02 /** Educational Opportunities through seminars and events
- 03 /** Target Marketing Opportunities (Sponsorships)
- 04 /** Volunteer Opportunities

## BUSINESS SUPPORT BENEFITS INCLUDE:

- 01 /** 1-Hour complimentary consultation with Modern Muse Consulting
- 02 /** Business advocacy participation and support
- 03 /** Business and economic development assistance and referrals
- 04 /** Get a Quote: online location to find quotes and receive quotes from others

## SWAG BENEFITS INCLUDE:

- 01 /** Membership Window Decal
- 02 /** FuseDSM Water Bottle

We invite you to explore the various marketing, event, and leadership opportunities. Please visit our website at [fusedsm.org](http://fusedsm.org) for more information.

## LEADERSHIP OPPORTUNITIES

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Board Of Directors  
Committees  
Task Forces  
Program Directors

## MARKETING OPPORTUNITIES / \*Extra Fee

### MEMBER LOGIN/SOCIAL MEDIA

Provides a business directory listing, member contact information and member events. You can also post job openings, receive discounts, earn promotions and get the inside track on what is happening in the Des Moines business community

### \*STAND ALONE EBLAST

Advertising reaches 2400+ individuals.

### \*WEB BANNER AD

Advertisement on the chamber website that hyperlinks to your website.

### \*PROGRAM SPONSORSHIP

Sponsor and chair key programs offered by the chamber.

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## EVENT OPPORTUNITIES

### ANNUAL CELEBRATION

### HAPPY HOURS

### TASTE OF THE SOUTH SIDE (TOSS)

### GOLF OUTING

### RIBBON CUTTINGS / GROUND BREAKINGS

### BUSINESS WITHOUT BOUNDARIES EXPO

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## ADDITIONAL EVENTS



Monthly breakfast networking group hosted by E.Euclid Hy-Vee. The program includes a complimentary breakfast buffet, networking, attendee introductions and speakers. Networking portion of programming is 7-7:30 am. Introductions and programming to follow from 7:30-8:30.

This program is created to showcase the industrial businesses - we will host tours that educate us on all the amazing things made here in Des Moines that impact the state, country and world. We will also expose members and students to the jobs and education needed to fill these positions.

# OUR PROGRAMS

Included  
w/ Membership



In an effort to both increase diversity and better serve our members, we are proud to partner with local Latino community leaders to create a Latino membership arm of the chamber called Empresari@s, meaning, "entrepreneur" in Spanish.



This program is made up of members that represent or work closely with a 501(c) and meet monthly to discuss issues impacting their organizations. Meetings include educational speakers on a variety of topics, member success stories, and hot-topic issues. Open to any staff.



A group of member business owners/presidents that meet monthly to discuss issues impacting their businesses. This is exclusive to business owners/presidents and limited by category.



Connects emerging leaders, 20-40 years old, from the Chamber and the Des Moines Jaycees, to enhance opportunities in leadership, volunteering, development and networking.



Our Firestarters welcome and encourage involvement from new and current members. They also attend events and assist with registration and greeting of guests.

# OPPORTUNITIES

Please check any opportunities you may be interested in. We will contact you to provide more information.

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## EVENT SPONSORSHIP

### ANNUAL CELEBRATION (FEB)

Recap and look into the future of all the progress happening at the chamber. At this event we award the Business Of The Year, 501(c) Of The Year, Entrepreneurial Spirit Award and Firestarter Of The Year.

Interested?

### TOSS (MAY)

Variety of food vendors, live and silent auction, awarding the volunteer of the year.

Interested?

### GOLF TOURNAMENT (AUGUST)

Lunch, Golf, Networking, Awards and more.

Interested?

### BUSINESS WITHOUT BOUNDARIES EXPO (OCT)

This event is a B2B networking opportunity allowing for our members to set up a marketing booth and presence while FuseDSM awards scholarships to schools and educators of the year.

Interested?

## ADVERTISING/SPECIALTY

### RIBBON CUTTING/GROUND BREAKING

FREE TO MEMBERS / \$150 FOR NON-MEMBERS

Host a ceremony at your location to celebrate a new space, anniversary, and more. We provide the scissors, ribbon, plaque and promote the event on our website.

Interested?

## ONLINE BANNER ADVERTISING

12 Months  
(\$450)

## MARKETING EMAILS

Advertise your business by chamber email blasts to all representatives (2400+ individuals).

Art and content of email to be provided by the member via email. Member will receive a test blast to review and make changes prior to sending to all member representatives. Date of blast will be scheduled once full payment has been received.

EMAIL BLAST  
\$300 PER BLAST

Please indicate number of employees (includes owners) and check the box that pertains to your business. If the business name listed below has more than one location in the Des Moines area, please contact the Chamber office to determine eligibility to purchase one membership for all locations.

Actual full-time employees \_\_\_\_\_ (2 part-time = 1 full-time)

July 1 through October 31, business member dues are 1/2 of current year + full price for next year:



## MEMBERSHIP DUES

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Individual (non-business) / <b>\$80</b> | <input type="checkbox"/> 11 - 30 Employees / <b>\$440</b> | <input type="checkbox"/> Woman Owned        |
| <input type="checkbox"/> Non-profit / <b>\$235</b>               | <input type="checkbox"/> 31- 70 Employees / <b>\$645</b>  | <input type="checkbox"/> Ethnically-Diverse |
| <input type="checkbox"/> 1 - 4 Employees / <b>\$235</b>          | <input type="checkbox"/> 71- 100 Employees / <b>\$825</b> |   |
| <input type="checkbox"/> 5 - 10 Employees / <b>\$310</b>         | <input type="checkbox"/> 101 + Employees / <b>\$1,030</b> |   |

## EXTENDED MEMBERSHIP

### T.I.E. / Tying Our Vision To Our Mission

Invest in one of these three custom levels of membership to market your business to all members and receive a variety of benefits ranging from website advertising, logos on staff signatures to your logo on our chamber billboards!

*\*In Addition To Dues*

- |                          |                              |
|--------------------------|------------------------------|
| <input type="checkbox"/> | Trust / + <b>\$3500</b>      |
| <input type="checkbox"/> | *Influence / + <b>\$2000</b> |
| <input type="checkbox"/> | *Emerge / + <b>\$500</b>     |

## EXTENDED MEMBERSHIP / Enhanced Listing

For an additional \$100 indefinite, you can purchase an Enhanced Listing to your basic entry on our online Business Directory. This includes extended business content, including photos, video, logos, company description, representative contact information and social media links. You also receive priority category placement in directory search results.

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | <b>\$100</b> / *This is a one-time fee with membership |
|--------------------------|--|