

First Year Free Requirements

In order to access this free offer from BetterCulture there are a few basic requirements for participating chambers:

Two Deadlines	<p>(1) Chambers need to opt-in* to this initiative by December 31st</p> <p>(2) Programs must launch sometime in 2025</p>
Revenue Generation	<p>Chambers are required to charge for program participation to ensure your chamber is able to generate revenue (chamber determines price, but a minimum charge of \$299 is encouraged).</p>
Study Guides	<p>Chambers are required to cover the costs of providing each program attendee with a BetterCulture study guide (\$20 per person cost and available on Amazon.com). We find this to be an essential resource to ensure a program's success, so it is the only required cost associated with launching your new program.</p>
Sponsor Recognition	<p>Chambers must recognize BetterCulture's sponsors where applicable.</p>
Feedback Survey/Call	<p>All chambers are required to complete a post-program survey to let us know how their program went, and about their experience with BetterCulture. We will have follow-up questions from your survey, so we also ask that chambers be willing to schedule a debrief call with BetterCulture (up to 30 minutes) once you submit your feedback survey.</p>

***Please note that there is NO RISK in opting into this initiative.** If you attempt to launch a program but aren't able to (e.g., if you struggle to recruit members to participate) there isn't any penalty. We are simply wanting to get your commitment by 12/31 that you are going to attempt to launch a program in 2025, and we will be with you at every step of the way in 2025 to try to help you successfully recruit for – and launch – that program.

Additional Requests

Here are a few other items that are not required but just encouraged when possible:

Take (and Share) Pictures	Please take pictures at your program gatherings and share them with BetterCulture! We love hearing about the impact our chamber partners are having, and we will also share these images with our sponsors. Additionally, if you post any pictures on your social media, please tag BetterCulture.
Share Stories & Testimonials	BetterCulture is eager to share stories and testimonials from your local programs with our sponsors and with other chambers. We would also love to share your highlights through our social media. Please email us at chambers@betterculture.com with all the good things happening in your community related to this initiative!
Link to BetterCulture	<p>Please link to BetterCulture’s website on your website and promotional materials whenever possible. Here is some sample language you might use for various purposes:</p> <ul style="list-style-type: none"> • Our Chamber is a proud partner of BetterCulture (www.betterculture.com). • Our _____ program features content from BetterCulture (www.betterculture.com). BetterCulture is a premier provider of on-demand training and solutions for organizations that want to build a better culture and a better business. • Our _____ program was developed in partnership with BetterCulture, an expert provider of workplace culture solutions for individuals and organizations, and a proud supporter of our chamber and our community. Learn more at www.betterculture.com and let them know you are a member of our chamber for discounted offerings.

Our Goals with the First Year Free Initiative:

1. **Remove barriers** for chambers to easily implement new local programs.
2. **Create exceptional, repeatable programs** that deliver lasting value to your members.
3. **Ensure long-term success** by offering programs so impactful, you’ll want to continue partnering with BetterCulture for future growth.

This Opportunity Ends December 31st!

Sign up by December 31st to take advantage of this one-of-a-kind offer—an opportunity you won’t want to miss! This exclusive deal is your chance to elevate your chamber’s programs with minimal effort and maximum impact, all at no cost for the first year.