

**Launch a New Local Program  
in Your Community...**

**Get Your First  
Year FREE!**

Brought to you by:



## What is “First Year Free”?

- **Complimentary Access to On-Demand Content** – Get free, video-based leadership and professional development curriculum to enhance your local programming.
- **Maximize Revenue Potential** – Receive a content package worth up to \$10,000 that allows chambers to generate non-dues revenue while offering members high-quality programming.
- **Versatile Curriculum** – Use it in a variety of ways to engage members and strengthen your community.
- **Plug-and-Play Simplicity** – With study guides, facilitator guides, and more, the content is ready to use, making it easy to organize and deliver programs with minimal time and effort.

## What are the Key Requirements?

- **Revenue Generation Required** – Your chamber must charge for the program, helping you generate non-dues revenue.
- **2025 Start Date** – The program must kick off sometime in 2025 to qualify for the free year of access and support.
- **Feedback Survey** – Complete a post-program survey and schedule a debrief call with BetterCulture following your first year.



Workplace culture is a priority for businesses in our community. This goes beyond traditional development – BetterCulture will challenge, engage, and inspire even the most experienced leader.

**Heath Mello**  
President & CEO, Greater Omaha Chamber



## Two Products, Countless Uses for Programming



Here is just a sampling of the types of programs Chambers are launching with BetterCulture’s support:

### 20 Tenets of Culture

Can be used for:

- 25 Under 25 Programming
- Young Professionals Programming
- Rising Stars Programming

### On-Demand MindSet Leadership Program

Can be used for:

- Skills Development Programming
- Leadership Programming
- Leadership Alumni Programming

# Ready to Enhance Your Local Program Offerings?

## First Year Free Informational Webinar

Join us for an in-depth look at BetterCulture's exclusive First Year Free initiative, designed to help Nebraska chambers launch impactful local programs with ease. In this webinar, you'll learn everything you need to know to get started, including:

- ✓ A comprehensive overview of the First Year Free initiative: What it is, what's included, and the simple requirements to participate.
- ✓ Examples of successful programs created by Nebraska chambers, including Leadership Programs, Rising Stars Programs, and more.
- ✓ Highlights of the 20 Tenets of Culture and On-Demand MindSet Leadership programs and how you can use them.
- ✓ Details on our support model, which includes coordination training, facilitation resources, and ongoing office hours for guidance.

## Ready to Learn More?

Simply scan the QR code, fill out the form, and we'll send your webinar registration straight to your inbox!

### Session 1:

**Thursday, October 17th at  
9:00 AM (CST)**

### Session 2:

**Wednesday, October 23rd  
at 1:00 PM (CST)**



## Our Goals with First Year Free

1. **Remove barriers** for chambers across Nebraska 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.

## Your BetterCulture Chamber Team



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