

# **A Guide to Young Professionals Programs**

Developed for and with the Support of Local Chambers of Commerce

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# WHY

## **is a Young Professionals program beneficial to your chamber?**

Below are five reasons your Chamber should consider starting a Young Professionals program:

1. **Facilitates early involvement in chamber governance, which can serve to help identify and comprehensively prepare future leaders. Here's HOW:**
  - a. Maintains a pathway to direct participation in chamber committees and other governing bodies within the organization
  - b. Facilitates mentorship opportunities and strong relationships with influential members of the business community already involved in the chamber
  - c. Gives young professionals a platform to address the larger business community in the region, which elevates and encourages them to have an informed voice
  - d. Serves to create a YP leadership team as a microcosm for the larger chamber board, which generates and reinforces an intimate understanding of the chamber's mission and operations
2. **Serves as a high-profile, accessible way to recruit and retain talent in your area.**
  - a. Captures the attention of young professionals in your region through an inclusive YP Program that encourages and offers a variety of means to engage
3. **Expose a younger audience to all chamber events, increasing overall attendance and the chamber's visibility to previously unaffiliated companies.**
4. **Enables your chamber to provide additional benefits for chamber members. Here's HOW:**
  - a. Gives members access and exposure to driven young professionals as potential customers through targeted membership and sponsorship opportunities
5. **Increases your chamber's exposure to the concerns and needs of young professionals in the business community. Here's HOW:**
  - a. Experimenting with YP programming provides perspective and feedback as your chamber works to expand and improve its general programming
  - b. Facilitates inclusiveness and attractiveness of chamber activities to a broader range of demographics
  - c. Provides a means of measuring the perspectives of young professionals on the region's business climate

# A. I. M.

## Advocacy

- Adds dimension and fresh branding/messaging to your chamber's approach to policy issues
- Allows you to tailor your platform and programming in a way that educates and engages a new demographic
- Provides a platform for young professionals to have their voices heard by the business community

## Involvement

- Encourages young professionals to become more involved directly in chamber governance
- Provides young professionals with a direct pathway to interaction with or participation in the board of directors and other important chamber committees
- Provides additional qualitative data for the chamber to evaluate the region's economic climate and member needs

## Membership

- Gives member companies the ability to reach a younger demographic through sponsorship opportunities with the YP program
- Increases the value of chamber membership by enabling your chamber to provide additional benefits to new and existing members through the YP program