

# TOP WAYS TO USE THE PARTNERSHIP

The Partnership and its Affiliate Chambers have a dual-Membership model that combines the value of Chamber benefits with the value of Partnership benefits in one dues structure. Local Chamber Members automatically become Partnership Members at no additional cost.

Below, learn a few of the top ways you can leverage your Membership with The Partnership to help your business grow and succeed.



DSM USA

## LEARN & BUILD RELATIONSHIPS

### PERSONAL & PROFESSIONAL DEVELOPMENT

The Greater Des Moines Partnership provides plenty of focused learning opportunities for Members, empowering business owners to find the knowledge they need to grow their business in Greater Des Moines (DSM).

- **Top Five For Small Business Event Series** — Features experts in HR, marketing, accounting, IT and more leading topical discussions for small business owners to get questions answered.
- **Small Business and Startup Stories DSM Podcast** — Hear from small business owners who share both their victories and failures on their paths to success.
- **Small Business Success Summit** — DSM's premier business conference featuring keynote speakers, breakout discussions, networking and community resources. Tackle challenges with the support of local experts and business leaders.
- **Webinars and Livestream Events** — Stay current on the latest public policies and trends. Learn how to get involved and continue connecting with industry experts. Hear the latest updates from key leaders in the region.
- **Diversity, Equity and Inclusion (DEI) Resources** — The Partnership offers a number of DEI resources, including one-on-one consultation to companies and organizations who are interested in starting a DEI initiative, webinars and trainings around a variety of DEI topics, the annual Inclusion Award, the Inclusion Summit and Certified Diversity Professional (CDP)<sup>®</sup> and Certified Diversity Executive (CDE)<sup>®</sup> certifications.

### REGIONAL NETWORKING EVENTS

The Partnership's networking events help business owners form strategic relationships and increase their outreach in the DSM business community.

- **Chamber Nights** — Have fun and get to know business leaders and families from across the region.
- **Regional Breakfasts, Luncheons and After Hours Events** — Connect with other Partnership Members while enjoying special presentations and programming.



## BE DISCOVERED AND CONNECT BOOST YOUR VISIBILITY

The Partnership helps connect businesses and amplify their success stories within DSM and beyond. Member Businesses can elevate their public profile using The Partnership's tools and opportunities.

- **Membership Directory** — A trusted resource featuring more than 6,500 local businesses. As a Member, your business will receive enhanced listings that will positively boost your business' SEO.

## FIND YOUR NEXT HIRE

The Partnership can boost Members' ability to find top talent for their business, whether looking for full-time, part-time or interns.

- **DSM USA Career Center** — Search over 5,000 readily accessible resumes and add your job postings to reach recruitment prospects looking to work and live in DSM.
- **DSM Intern Connection** — Events designed to connect interns with other interns, business and community leaders and the amenities of DSM. A unique way for businesses to make a meaningful connection with DSM's talent pipeline.
- **Young Professionals Connection** — A diverse group of young professionals (YPs) with a mission to attract and retain YPs in DSM. Helps young talent form a foundation for the future in the region through social, civic, charitable and professional development endeavors.

## STAY CONNECTED

Be in the know! The Partnership helps amplify the voice of the region, helping businesses stay up-to-date with regional events, economic development news and more.

- **Email Newsletters** — Receive regular DSM updates, sent straight to your inbox. Subscribe to what matters to your business, whether it is the Regional Events Newsletter, Small Business Resources Newsletter, Government Policy Council Newsletter, the flagship OneVoice Weekly Newsletter or another Partnership newsletter.
- **Social Media** — Follow along with The Partnership's daily activity on Facebook, Twitter, Instagram and LinkedIn. Become a DSM USA Ambassador to help share the region's story with the world. Use the #DSMUSA hashtag to help share your business updates with The Partnership's more than 62,000 social media followers.
- **Mentor Connection** — The Partnership's Mentor Connection is designed for founders of small businesses and startups to connect with mentors throughout DSM.

- **DSM Tutor Connection** — DSM Tutor Connection is a web-based platform designed to connect families seeking tutoring for their children with students interested in providing these services.
- **DSM USA Blog** — Share your DSM story and elevate how your business adds to the vibrancy of DSM. Read stories of how The Partnership's programs, initiatives and events have impacted the community.

## HELP THE COMMUNITY MOVE FORWARD BECOME ACTIVE IN COMMUNITY EFFORTS

The Partnership encourages its Members to become advocates in their own community and help shape the future of DSM.

- **Councils and Committees** — The Partnership is led by business, civic and community leaders and industry experts. You can get involved by serving on councils and committees.
- **Capital Crossroads** — The region's vision plan, pushing DSM to dream big and to work together. Collaborate on topics you care about by supporting a Capital in a volunteer capacity.
- **Government Policy Council** — Collaborate on issues important to your business and help shape The Partnership's local, state and federal policy agendas.
- **DMDC** — The Partnership leads an annual delegation of nearly 200 business, civic, community and local elected leaders to Washington, D.C., to connect and continue dialogue with elected officials.

## SUPPORT LOCAL BUSINESSES

Being a Member of your local Chamber — which also grants your business Membership to The Partnership at no additional cost — opens additional opportunities to engage with local products and services, encouraging support of neighboring businesses.

- **DSM Local** — DSM Local is an initiative to drive more purchases to local small businesses in DSM. The campaign aims to showcase the crucial role small businesses play in DSM and inform the public about the benefits and opportunities of doing business locally — all to help small businesses thrive. Businesses can request to be in the #DSMlocal Buying Guide, which provides a variety of local product ideas and small business buying suggestions.
- **DSM Forward** — DSM Forward is a compilation of playbooks devoted to helping businesses and industries prepare for next steps related to economic recovery from the COVID-19 pandemic.

UNITED TO DRIVE ECONOMIC GROWTH WITH  
ONE VOICE, ONE MISSION, ONE REGION.



#DSMUSA

DSMpartnership.com