



# Community Engagement & Growth

## 5 KEY POINTS

Engaging in your local community builds goodwill, strengthens your brand, & opens the door to new partnerships & customers. These tips help you connect, give back with purpose, & grow your business.

### 1. How to Network Effectively in Your Community

Successful networking is less about handing out business cards & more about building authentic relationships. Start by attending local meetups, Chamber mixers, or community events with a genuine curiosity about others' work. Ask thoughtful questions, look for shared goals, & follow up afterward to keep the conversation going. Over time, these connections can lead to referrals, partnerships, & new opportunities that support long-term growth.



### Corporate Social Responsibility 2. for Small Businesses

Giving back doesn't require a huge budget—small, intentional actions can make a real impact. Consider donating a portion of sales to a local cause, offering mentorship to youth, or organizing a volunteer day for your team. CSR efforts build trust & loyalty among customers who want to support businesses that care about their communities. Share your initiatives with transparency & heart through your website, newsletter, or social media to inspire others & reinforce your values.

### 3. Leveraging Chamber Resources for Growth

Your local Chamber of Commerce is one of the most accessible growth tools available to small businesses. From promotional opportunities & educational events to networking breakfasts & policy advocacy, the Chamber offers services designed to help you thrive. Stay engaged with the Chamber [calendar](#), take advantage of information shared in our [newsletter](#), & don't hesitate to ask how your business can be featured or supported. If you're not sure where to begin, [call](#) or [email](#) us to learn more about what's currently going on!



### 4. Collaborating with Local Partners

Joining forces with other local businesses multiplies your reach & creates new value for your customers. Whether it's co-hosting an event, bundling products or services, or cross-promoting on social media, collaboration builds community visibility & trust. Look for partners with shared values or complementary offerings, & work together to bring something new to your shared audience. These efforts strengthen the local economy & show customers that community matters.



### Turning Engagement into Growth 5.

Community involvement should tie back to your overall business goals. Track the results of your outreach—such as increased foot traffic after a local event or new leads from a community partnership—and reflect on what worked best. Use those insights to refine future engagement strategies, set clearer objectives, & share wins with your team & audience. When done thoughtfully, community engagement becomes a powerful, ongoing driver of sustainable growth.



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*Support. Connect. Lead.*

A Connected Community is a Thriving Economy