



Founding Partner Guide

Launch checklist and communication tools to onboard your members with confidence.





Welcome to North Valley Biz Connect!

We're thrilled to have you as a Founding Partner of North Valley Biz Connect - our region's new online hub for promoting and connecting local businesses.

With your support, the platform will help increase small business visibility, strengthen local connections, and boost business opportunities for small and local businesses across the North Valley region.

This guide provides next steps, best practices, and resources to help you successfully introduce North Valley Biz Connect to your member businesses. We've designed the system to make onboarding and implementation as seamless as possible.

Beyond the platform, our team is here to offer ongoing support - from outreach ideas to technical help - to ensure the platform launch is a success.

Thank you for being a leader in growing and supporting the local business community. We can't wait to see how North Valley Biz Connect helps the region thrive!

Trish Christensen
President & CEO



&

Cherie Edison
Founder and CEO



Steps to Onboard Businesses

Follow this step-by-step guide and check them off as you complete them.

1 Send Us Your Business List

To make your members visible from day one, please send us your list of businesses using the provided import template. Once we receive your list, our team will upload it directly into the platform, automatically creating their business profiles so they're immediately visible in the directory.

✓ Why this is the best option:

- Your members are set up and visible immediately.
- They can start listing services, products, events, offers and more without delay.
- You'll save time and ensure your business data is accurate from the start.

Please include:

- Business Name
- Email
- First & Last Name
- Description
- Category
- Address (+ City, State, Zip)
- Phone
- Website
- Social Media Links



[Download the Import Template](#)

💡 Tip: The cleaner your spreadsheet, the faster we can get everyone set up. Our team can help you format your list if needed.

If you only have partial data — that's okay!

- If you have **Business Name, Description, Category, and Address** (+ City, State, Zip), we can still add their profile to the directory.
- If you only have a **Business Name and Email**, we can still send an invite so they can log in and complete their profile, but their listing will only become visible once they accept and update their information.

2

Communicate with Your Members

Now it's time to tell your members about **North Valley Biz Connect**! Let your members know that this new platform is being provided **for the region's businesses**, and through your organization's role as a Founding Partner of North Valley Biz Connect **they will have first access to the site and collective visibility in the platform.**

1. Let them know to expect an email from the Marketplace.
2. Encourage them to log in, update their profile, and start posting listings.

If you were unable to provide a list for import, businesses can register directly at northvalleybizconnect.com by clicking "Sign Up", then "Request Business Account".





Email Template:

Subject: A New Regional Marketplace for You - Join North Valley Biz Connect!

Hi [Business Owner/Manager],

We're excited to share with you that the new regional initiative, **North Valley Biz Connect**, is launching soon, and our organization is a **Founding Partner** for the site. This platform will bring together businesses, resources, events, and opportunities from across Stanislaus, San Joaquin, and Merced counties in one place to support and uplift our entire region.

This **free** business resource helps you:

-  Boost visibility in the community
-  Connect directly with customers and other businesses
-  Promote your services, events, and special offers
-  Gain new opportunities and leads through the site

Watch for an invitation email coming from North Valley Biz Connect coming soon with next steps.

As a Founding Partner of this new initiative, we're thrilled to help you take advantage of this new benefit and to showcase the incredible businesses that make our region thrive.

Warmly,

Your Organization's Name

3 Linking to North Valley Biz Connect

As a Founding Partner, we ask that you include a link on your organization's website to North Valley Biz Connect once the platform launches. This helps ensure that local businesses and community members can easily discover the marketplace and the resources available to them.

There are several options for how and where to include the link, based on what works best for your website:

- Add North Valley Biz Connect to your main navigation or menu
- Place a logo or linked button on your homepage
- Include a linked logo or text link within your business support or economic development resource section
- Add a footer link that directs users to the marketplace

This does not need to be completed immediately at launch. We simply ask that the link be added within a few weeks after the site goes live to the general community so that it remains a timely and relevant resource for businesses seeking support and connection.

If your team needs graphics, language, or assistance in adding the link, we are happy to provide assets and support as needed.

EXAMPLE:



4 Promote, Engage, and Earn Additional Founding Partner Support

Once your marketplace is up and your members are added, it's time to keep the momentum going! As a **Founding Partner of North Valley Biz Connect**, your continued promotion and engagement will help the platform grow - and qualifies your organization for additional support.

Founding Partner Support



\$500 Stipend - awarded upon committing as a Founding Partner and beginning to invite your businesses to join the marketplace. (Already complete - thank you!)



Additional \$250 Stipend - available once the following engagement goals are met:

Support at least 50 businesses in registering, completing their profiles, and actively participating on the marketplace.

Complete at least 3 outreach efforts, such as:

- Featuring NVBC in your newsletter
- Sharing posts about NVBC on social media
- Highlighting NVBC during community events or meetings

Interested in hosting an event or info session to help businesses get started? Please reach out to Trish - we'd love to help coordinate!

Every touchpoint helps grow awareness, attract new participants, and strengthen your local business community's online presence through **North Valley Biz Connect**.