Welcome!



Thank you for partnering with us to help your members build trust that drives their growth.

This partnership helps bring more value to your members by connecting them with **BBB Accreditation**. Inside this kit, you'll find ready-to-use materials for newsletters, social posts, events, emails and more to make sharing this opportunity with your members as easy as possible.

Primary Goal: To help Idaho Veterans Chamber of Commerce deliver greater member value by giving them tools that empower members to win more of the right customers.

Partner Success Portal- **Partner Portal**

Partner Landing Page- https://www.bbb.org/local/1296/partnerships/idahoveterans

QR code to Landing Page-

Who This Partnership Supports

Your Members

Small business owners who take pride in doing things the right way and want customers to know it. BBB Accreditation helps them stand out as a trusted choice and gives customers confidence that they're making the right decision.

Your Organization

Each time you share BBB Accreditation through your channels, you strengthen your members' success and your reputation for supporting trustworthy local businesses.

About Better Business Bureau

For more than 100 years, **the Better Business Bureau (BBB)** has helped people find and choose businesses they can trust.

BBB Accreditation confirms that a business meets BBB Standards for Trust. It helps them earn customer confidence through tools designed to:

- Strengthen and showcase their online reputation
- Access learning, lead-generation, and marketing opportunities
- Protect relationships through BBB's dispute-resolution services

When businesses earn Accreditation, everyone benefits. Members grow stronger, customers make confident choices, and your organization delivers measurable value to the people you serve.

Need Help?

We're here to support you.

If you have questions or need help sharing BBB Accreditation with your members, contact us anytime.

The BBB Partnership Team

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Narrative Ideas & Co-Brand Story: Idaho Veterans Chamber of Commerce × BBB

The Idaho Veterans Chamber of Commerce and BBB both believe strong communities are built on trust, service, and follow through.

IDVCC exists to navigate, not duplicate, helping veterans, active duty service members, and their families find the right resources every time. Through education, workforce development, housing, entrepreneurship, and wellness support, IDVCC builds pathways to stability and growth across Idaho.

BBB helps businesses earn and show trust by holding them to proven standards of integrity, transparency, and accountability, so customers can choose them with confidence.

Together, we support veteran owned and military friendly businesses by turning service into visibility, credibility into opportunity, and trust into long term impact for Idaho's military community.

Narrative Angles and Story Starters

These ideas are starting points for co-created stories that spotlight veteran leaders, trusted employers, and businesses that show up for those who served.

1. Trust Is Earned Through Service

Core idea: Service before self builds trust that lasts.

Story direction:
Veterans understand accountability, consistency, and follow through because they have lived it. BBB Accreditation gives veteran owned businesses a way to visibly demonstrate those same values in the marketplace.

Idea to explore: *A co-branded feature highlighting veteran owned or military spouse businesses that earn trust through discipline, ethics, and commitment to doing things right..*

2. From Uniform to Enterprise

Core idea: Transition succeeds when trust leads the way.

Story direction:
Leaving military service and building a civilian career or business requires trusted guidance and credible support systems. IDVCC navigates resources. BBB validates businesses that operate with integrity.

Idea to explore: *A spotlight story or short video featuring a veteran entrepreneur who used IDVCC navigation services and leveraged BBB trust standards to grow their business.*

3. The Trust Multiplier

Core idea: Integrity creates opportunity for families and communities.

Story direction:
When businesses operate ethically, the impact extends beyond revenue. It supports families, strengthens local economies, and builds stability for future generations of veterans.

Idea to explore: *A data informed article or member story connecting BBB trust principles with workforce development, veteran employment, and family sustaining careers across Idaho.*

4. Employers Who Show Up

Core idea: Trustworthy employers create stronger teams.

Story direction:
Veterans bring resilient leadership, teamwork, and adaptability. Employers who commit to ethical practices and transparency stand out to military talent.

Idea to explore: *A co-branded employer recognition series featuring Idaho businesses that are both BBB Accredited and designated as veteran and family friendly employers through IDVCC.*

Next step

If one of these ideas sparks interest, let's collaborate. BBB can provide draft copy, visuals, or examples to help bring the story to life. Your local knowledge and member stories make it real, and together, we can show what trust in action truly looks like.