

The Business Directories mission is to create greater value within the Adventist community through collaboration, strengthening of existing resources and support through stronger connections.

The Benefits for Adventist **Churches** are:

* Increased sense of community and collaboration
* Growth of overall tithe and offerings from the additional revenue resulting from increased member-to-member business relationships
* Additional resource for promoting fundraisers for both the Adventist churches and the Adventist schools
* Increased member interaction creating a sense of belonging, the greatest asset within our community
* No upfront or ongoing expense to the church for printing, updating or maintaining directories
* Online directory is self-supported at no cost to the church
* Churches can easily answer a request for a referral by giving them the website address AdventistAlliance.com or by forwarding them the link to the site.
* Adventist non-profit organizations, ministries and schools receive a FREE listing in the Directory.
* AdventistAlliance.com will attract Adventist members who do not attend church, which results in a larger forum for the Adventist community

The Benefits to Adventist **Members** are:

* Increased revenue and profitability, instant name recognition and credibility and a greater sense of community and collaboration
* Makes referring potential clients and customers to you and to others quick and easy
* Builds a loyal, Christian target market/client base - People feel confident dealing with Adventist-connected businesses they trust
* Relatively little competition - fewer businesses to compete with within your category
* Decreased need for marketing through traditional more expensive channels, saving thousands of dollars
* Affordable and cost effective marking - Savings of 50- 300% off advertising costs when compared to other methods of advertising
* Higher retention potential of existing customers due to their ability to quickly access your business listing online 24/7
* Adds value to your business website with a direct link from your AdventistAlliance.com listing
* Keeps Adventist community dollars within the Adventist community
* Businesses can collaborate with schools/youth for internships and volunteer opportunities
* Increased outreach to and inclusion of Adventist school families who are not Adventist members
* Opportunities to showcase businesses and to post help-wanted and job-needed classifieds
* Promotes the Ministry - Consumers have the opportunity to easily support Christian businesses
* Helps build up and unify the body of Christ