Texas Chamber of Commerce Week

October 17-21, 2022

Overview and Plan

**Goal:**
To help celebrate the work of Chambers of Commerce throughout Texas through a week of media coverage, promotional events, increased public awareness and activities designed to communicate the value of Texas Chambers of Commerce to the local economy and community as a whole.

- Elevate and increase the importance of Chambers in communities across Texas
- Identify/attract future chamber staff members, volunteer leaders and others.
- Attract new members.

**Target Audiences:**
- Local business community
- Elected officials (city, county, state)
- Current and prospective Chamber members
- General public

**Media Campaign Components:**
Public Relations - Gubernatorial proclamation (Hopefully have Governor present via ZOOM on Oct. 17 stand by for updates)
Sample press release template for distribution to local/regional papers
Sample speech to be read in your communities and newsletter article
Sample Public Service Announcements(PSA) copy for television or radio spots
Draft op-ed piece for submission to editorial board of local newspapers
Story ideas to pitch to reporters in local media (print and broadcast)
Sample social media posts and information for online posting

**Advertising**
- Camera-ready artwork for black-and-white and/or color ads to run in local papers on a Chamber-by-Chamber basis or as part of a regional campaign utilizing Biz Journals

**Special Events**
List of potential events:
- Community/member breakfast that recognizes corporate citizens
- Legislators luncheon
- "Dine with Your Director"
- Chamber Open House
- Fundraiser / community event, such as a golf outing, family picnic, bicycle ride, car show
- Joint/regional Chamber mixer
- Job fair
- Facebook Live Events
- Proclamation at City Council
- Outreach to schools sharing how chambers of commerce impact local business

**Promotions**
List of potential promotions:
- Highlight/promotion via news of key projects and/or policy initiatives the Chamber was or is involved in.
- Placement of logo balloons at offices of Chamber members
- Incentive-driven member recruitment contest (rewarding current members for each new member they recruit)
- New member drive/promotion (15 months of benefits for 12 month fee)
- Ambassador visits to all Chamber members
- Member Spotlights in newsletter, on website, in weekly email distributions
- Speakers Bureau (board and staff) to local civic organizations