



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 (15months 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