

# Texas Chamber of Commerce Week

**OCTOBER 17 - 21, 2022**



# The Unseen Work *of the* Chamber



The Chamber of Commerce goes about its work day after day serving businesses and the community at large.

Many citizens know the local Chamber as:

- ★ The organization that holds groundbreakings and cuts the ribbon of a new business in town
- ★ The group that hosts the golf tournaments, galas and business after hours.

# The Unseen Work *of the* Chamber



Chambers of Commerce in Texas reach virtually every corner of every community.

In the moments when no one is watching, these professionals and volunteer leaders are working in the service of business to create an environment of prosperity and a place that people love to call home.



# The Unseen Work *of the* Chamber



Chambers are advocates locally, statewide and federally to ensure that their community receives projects, funding, and completion of items of need.

They are working with lawmakers to create a structure where citizens can thrive.

They fight to maintain a regulatory system that allows business to prosper and the local economy to grow with a watchful eye on public safety and the inclusion of all.

# The Unseen Work *of the* Chamber



In times of disaster, Chambers are at ground zero for getting the message out and services to businesses to assist them with rebuilding, reopening their doors and working through a difficult time.

In these times, the Chamber is also working with, and sometimes leading the efforts of other organizations to guarantee that citizens have access to important resources and information they need to return to everyday life.

# The Unseen Work *of the* Chamber



Whether it is advocating for a pro-active legislative agenda, presenting business focused programs championing the development of a new business, or creating a pipeline of forward-thinking leaders . . .

***your Chamber is here supporting, connecting, advocating, and educating.***



# Texas Chamber of Commerce Week



## **Texas Chamber of Commerce Week**

(October 17- 21, 2022) is a celebration of the contributions and dedication of Chambers of Commerce and the professional staff that serve them.

***Plan to highlight your Chamber during this week...***

# Texas Chamber of Commerce Week



## **Mission:**

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.



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## Target Audiences:

- ★ Local business community
- ★ Elected officials (city, county, state)
- ★ Current and prospective Chamber members
- ★ General public

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## Media Campaign Components:

1. Public Relations - Gubernatorial proclamation
2. Sample press release template for local/regional papers
3. Sample speech / newsletter article
4. Sample Public Service Announcements(PSA) TV or radio spots
5. Sample social media posts and information for online posting
6. Advertising camera-ready artwork for black-and-white and/or color ads to run in local papers



# Texas Chamber of Commerce Week

TEXAS  
CHAMBER of  
COMMERCE  
EXECUTIVES



## Special Event Ideas:

- Community/member breakfast that recognizes citizens
- Legislators luncheon
- “Dine with Your Director”
- Chamber Open House
- Fundraiser / community event, such as a golf, family picnic, bicycle ride, car show
- Joint/regional Chamber event
- Job fair
- Facebook Live Events
- Proclamation at City Council
- Outreach to schools sharing how Chambers of Commerce impact local business



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## Promotion Ideas:

- 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

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## DRUMROLL!

Announcing the graphic for this year....





*Celebrate*

Texas Chamber of  
Commerce Week

**OCTOBER 17 - 21, 2022**

**Texas Business &  
Community Connections**



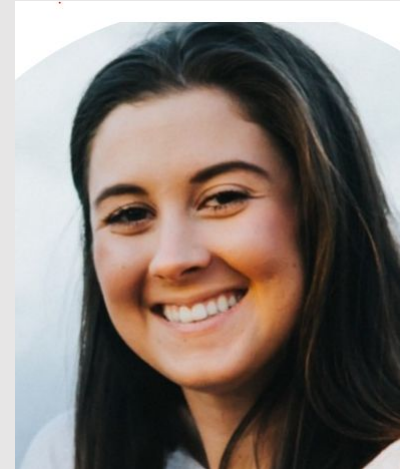


# Governor's Office - Kacey Bowen



*Celebrate*

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Commerce Week**





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*Thank you!*