

# Chamber of Commerce Month



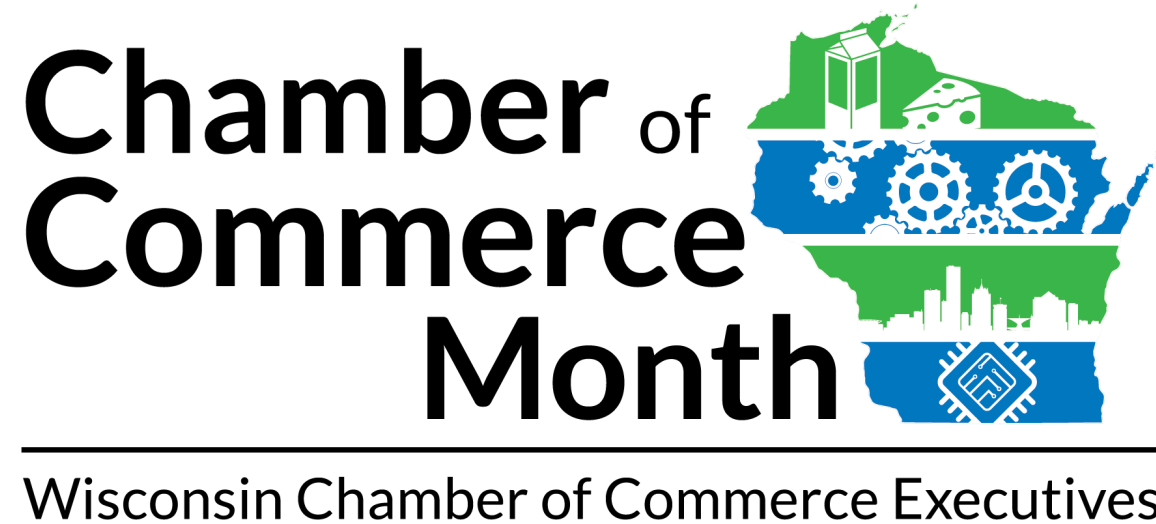
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Wisconsin Chamber of Commerce Executives

“Let’s Celebrate” Tool Kit  
*September 2023*

# Chamber of Commerce Month Logo

*(Right click on graphic and select “Save as picture”)*



# Social Media Accounts

- ▶ **Hashtag to use: #WlChamberMonth**
- ▶ Make sure posts are public or you are following the WCCE pages in order for us to view your content and share across our networks.
- ▶ WCCE Twitter: (<https://twitter.com/WisconsinMC>)
- ▶ WCCE Facebook and LinkedIn accounts do not exist, please use WMC's main account to post content.
  - WMC's Facebook (<https://www.facebook.com/WisconsinMC>)
  - WMC's LinkedIn (<https://www.linkedin.com/company/wisconsin-manufacturers-and-commerce/>)
- ▶ WCCE Chamber Activities and Events available here:  
<https://www.wmc.org/events/wcce-annual-conference-retreat/>

# Facebook/LinkedIn Posts

- ▶ Exciting news! September is Chamber of Commerce Month in Wisconsin. Join us in celebrating the incredible contributions of local chambers to our communities! #WIChamberMonth
- ▶ 📢 Calling all professionals and business owners! Did you know this month is Chamber of Commerce Month? September is the perfect time to engage with your local chamber of commerce and explore the range of events and resources we can offer to support your growth and success. #WIChamberMonth
- ▶ Want to build strong business connections? Look no further than your local chamber of commerce. September is Chamber of Commerce Month, and it's the ideal opportunity to join networking events and expand your professional network. Join us at {EVENT} to celebrate! #WIChamberMonth
- ▶ We're heading to the WCCE Annual Conference in Lake Geneva Sept. 26-28. Join us as we celebrate Chamber of Commerce Month with networking, learning and fun! Join us and grow your knowledge and leadership skills to impact your local business community:  
<https://www.wmc.org/events/wcce-annual-conference-retreat/>. #WIChamberMonth
- ▶ 📁 Are you an entrepreneur or small business owner? September is Chamber of Commerce Month, and we're here to support you. From marketing resources to upcoming events like {EVENT}, we want to help you succeed! #WIChamberMonth
- ▶ Chambers of commerce play a vital role in fostering economic growth and community development. As we celebrate Chamber of Commerce Month in September, let's recognize and appreciate the tireless efforts of these organizations in building a thriving business environment across our state. #WIChamberMonth

# Twitter Posts

- ▶ September is here, and it's time to celebrate Chamber of Commerce Month! Check out our plan for celebrating the month with events, sponsorship opportunities and more: (LINK) #WIChamberMonth
- ▶ Calling all Wisconsinites! September is Chamber of Commerce Month, and it's the perfect opportunity to support your local business community. Explore upcoming events: (LINK) #WIChamberMonth
- ▶ ICYMI, September is officially Chamber of Commerce Month! Join us as we celebrate our local community and businesses. #WIChamberMonth
- ▶ September has arrived, and so has Chamber of Commerce Month! Retweet if you're excited to celebrate and support our local chambers. #WIChamberMonth
- ▶ Join us in honoring and promoting chambers across the state as we celebrate Chamber of Commerce Month in September. Let's make this month unforgettable! #WIChamberMonth
- ▶ We want to hear from you! Share how you're recognizing and celebrating Chamber of Commerce Month in Wisconsin. Let's spread the word and encourage others to get involved. #WIChamberMonth
- ▶ It's officially Chamber of Commerce Month! Share with us how you're planning to celebrate and make this September a month to remember! #WIChamberMonth
- ▶ Looking for professional development opportunities? This month is Chamber of Commerce Month and we're hosting {EVENT} to celebrate. Join us! #WIChamberMonth
- ▶ September is the perfect time to connect, learn and grow as we celebrate Chamber of Commerce Month.
- ▶ Let's make Chamber of Commerce Month in September a tremendous success! Join us in celebrating the hard work and dedication of our local chambers. #WIChamberMonth

# Go Above and Beyond!

- ▶ Chamber Member Bingo Card
  - ▶ Partner with your members to create a Chamber Member Bingo card! This bingo card could provide discounts, community events, and anything special you want your town to know about your members! By getting your members involved, they will want to help promote this as well.
- ▶ Weekly themed social media/website posts
  - ▶ It's difficult to highlight ALL the things your chamber does, but showing off your best work can be summarized in 4 weeks:
    - ▶ Week 1: Member Week - Highlight 5 members that you believe can demonstrate your chamber's impact on local businesses.
    - ▶ Week 2: Community Week - Highlight the 5 most-proud projects your chamber has done within your community, charity, and school district!
    - ▶ Week 3: Legislation Week - Legislation sounds boring until people know the why and impact it does for their community.
    - ▶ Week 4: Tourism Week - Throughout this campaign you will receive more engagement from your town and outsiders. Reel in tourists with 5 places/events they must see when visiting!

# Go Above and Beyond! Pt. 2

- ▶ Chamber Scavenger Hunt
  - ▶ Like the Bingo Card, you can partner with your members, non-profits and tourism to have your locals motivated to explore and discover the great parts of your town and learn how your chamber has impacted it!
- ▶ Compilation of Chamber Highlight Videos
  - ▶ Shorter videos are the new thing to keep viewers engaged. If your chamber enjoys posting video clips, try highlighting your Chamber team, members, tourism, and more! As you post a new video each day, try adding them to your other ones in order.

# Wisconsin's Chamber of Commerce Month

## Sample News Release

### [LOCAL CHAMBER NAME] Celebrates Wisconsin Chamber of Commerce Month

[CITY NAME] - [LOCAL CHAMBER NAME] is excited to celebrate Wisconsin Chamber of Commerce Month. The [LOCAL CHAMBER NAME] will spend the entire month bringing attention to the services we provide to members and our community.

Our organization plays a vital role in making sure [CITY/REGION NAME] is a vibrant place to do business. [LOCAL CHAMBER NAME] is an advocate for all our members, and Wisconsin Chamber Month gives us the opportunity to recognize the value each of them bring.

### “QUOTE FROM CHAMBER EXECUTIVE”

To celebrate Wisconsin Chamber of Commerce Month, [LOCAL CHAMBER NAME] will be hosting community events and special programs. A full list is available below:

- LIST OF EVENTS AND PROGRAMS
- (e.g. Business After 5, Community Scavenger Hunt, media event, Business Roundtable, etc.)

[LOCAL CHAMBER NAME] is partnering with Wisconsin Manufacturers & Commerce - the state chamber - and the U.S. Chamber of Commerce to recognize all our efforts at a local, state and national level. Wisconsin Chamber of Commerce Month is all September long and will include the Wisconsin Chamber of Commerce Executives Annual Conference in Lake Geneva from Sept. 26-28. To learn more, visit: <https://www.wmc.org/events/wcce-annual-conference-retreat/>

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For more information, please contact:  
[MEDIA CONTACT], [PHONE NUMBER]



# Wisconsin's Chamber of Commerce Month

## Past Activities/Events

- ▶ “Everyone is a member in September”
- ▶ New Berlin Chamber of Commerce proclaims September as “New Berlin Chamber of Commerce and Visitors Bureau Month”
- ▶ “I Belong” campaign - members take photo with flyer and submit for \$100 drawing (*could be done virtually*)
- ▶ Open houses
- ▶ Local cookouts - proceeds go to charity
- ▶ Membership drives and blitzes
- ▶ “Waupaca Rocks” - businesses asked to paint a rock and hide to find and claim prize
- ▶ “Did you know?” social media campaign - share interesting facts about local chambers and communities
- ▶ Oregon rolled out “Experience Oregon” video
- ▶ Shop local gift certificates
- ▶ Newspaper, media and social media promotions
- ▶ Commercial series on local TV, cable and online
- ▶ Chamber board of directors will attend village board meeting where Proclamation will be read

# WCCE Annual Conference

*The WCCE Annual Conference & Retreat provides an opportunity for local chamber executives from across Wisconsin to learn how to be a more effective community leader by developing professional skills and, ultimately, growing the local chamber. The event includes keynotes, breakout sessions, and time with colleagues that educate you on best practices, provide solutions to challenges, and prepare you for emerging trends.*

- ▶ Sept. 26-28, 2023
- ▶ The Abbey Resort | Lake Geneva, WI
- ▶ Cost:
  - ▶ Early Bird (By Aug. 31): \$399 Member / \$499 Non-Member
  - ▶ Regular (September 1 & later): \$499 Member / \$599 Non-Member
  - ▶ Additional Member from Same Chamber = \$299
  - ▶ Guest / Significant Other = \$250
- ▶ Register at: <https://web.wmc.org/events/WCCE-Annual-Conference-Retreat-2023-7111/details>

# Chamber of Commerce Month



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Wisconsin Chamber of Commerce Executives

September 2023

*Please contact Susan Nyffenegger with any questions or input,  
(608) 258-3400 or [snyffenegger@wmc.org](mailto:snyffenegger@wmc.org)*