

Chamber of Commerce Month

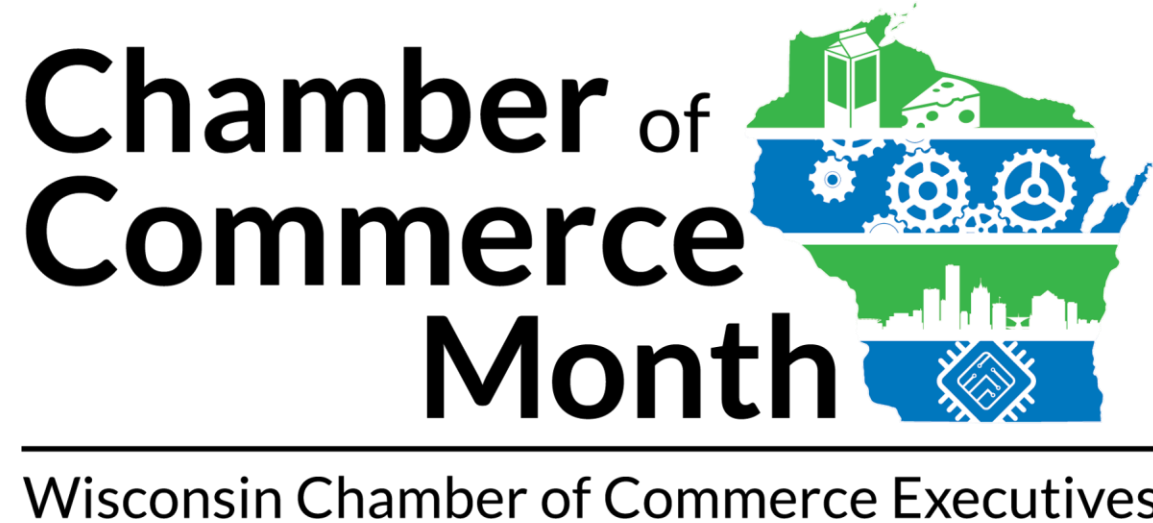


Wisconsin Chamber of Commerce Executives

“Let’s Celebrate” Tool Kit
September 2025

Chamber of Commerce Month Logo

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



Governor's Proclamation

- ▶ Governor Tony Evers, at the request of WCCE, has proclaimed September as Chamber of Commerce Month.
- ▶ Download the proclamation [here](#).






2025 Proclamation

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 X (previously Twitter): (<https://x.com/WlChamberExecs>)
- ▶ 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

- ▶ September is Chamber of Commerce Month in Wisconsin! Join us as we celebrate the businesses, leaders, and partnerships that make our community thrive. #WIChamberMonth
- ▶ Business owners and professionals: Chamber of Commerce Month is your moment to connect, grow, and lead! Your local chamber is your gateway to strategic connections, valuable resources, and events designed to fuel your success. Whether you're looking to expand your network, sharpen your skills, or elevate your business, now's the perfect time to get involved. #WIChamberMonth
- ▶ Looking to grow your business network and make meaningful connections? There's no better time than Chamber of Commerce Month this September! Join your local chamber and tap into a powerful network of professionals, resources, and opportunities.
 Don't miss {EVENT} — a celebration of business, community, and collaboration. Let's build local business together. #WIChamberMonth
- ▶ We're headed to the WCCE Annual Conference in Green Lake, September 22-24! We look forward to celebrating Chamber of Commerce Month with a powerful mix of collaboration, professional development, and fresh ideas to elevate the community and local businesses. Join us: wmc.org/events/wcce-annual-conference-retreat/ #WIChamberMonth
- ▶ Let's celebrate Chamber Month with a challenge!
 Snap a photo at your favorite local business
 Tag us and use #ChamberChallenge
We'll feature our favorites all month long! #WIChamberMonth
- ▶ Chambers of commerce play a vital role in fostering economic growth and community development. As we celebrate Chamber of Commerce Month this September, let's take a moment to recognize the dedication and leadership of chambers across our state. Their tireless work creates a thriving environment where businesses can succeed, and communities can grow. #WIChamberMonth

X Posts

- ▶ 🇺🇸 September is here—and so is Chamber of Commerce Month! Let's celebrate the chambers that power our local economies. Retweet to show your support! #WIChamberMonth
- ▶ This month, we're honoring the chambers that help businesses grow and communities thrive. Join us in celebrating Chamber of Commerce Month across Wisconsin! #WIChamberMonth
- ▶ 📢 How are YOU celebrating Chamber of Commerce Month? Share your events, stories, and shoutouts using #WIChamberMonth—we want to hear from you!
- ▶ It's official: Chamber of Commerce Month is underway! Let's make September a month of connection, collaboration, and community. #WIChamberMonth
- ▶ Looking to grow your network and sharpen your skills? Join us for {EVENT} as part of Chamber of Commerce Month! Let's celebrate and elevate Wisconsin business. #WIChamberMonth
- ▶ September is the perfect time to connect, learn, and lead. Celebrate Chamber of Commerce Month with us and discover what your local chamber can do for you. #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
- ▶ This Chamber is where business gets done. 🏢 From startups to industry leaders, we're proud to support the companies that drive our local economy forward. #WIChamberMonth

Go Above and Beyond!

▶ Chamber Passport Challenge

- ▶ Partner with your members to create a Chamber Passport! Encourage community members to visit member businesses and collect stamps for prizes, such as chamber gift cards or local coupons. By getting your members involved, they will want to help promote Chamber of Commerce month too.

▶ Weekly themed social media/website posts

- ▶ It's not easy to capture everything your chamber does, but with a focused weekly theme, you can spotlight your biggest wins and community impact over 4 weeks:
 - ▶ Week 1: Our Members, Our Mission - Highlight 5 members that reflect your chamber's value. Share their stories, successes, and how your chamber helped them grow.
 - ▶ Week 2: Rooted in Community - Talk about five of your proudest community initiatives as a chamber. Let your audience see the heart behind your work.
 - ▶ Week 3: Policy with Purpose - Break down the legislative work your chamber does and why it matters. Use real examples to show how advocacy efforts have protected or advanced local business interests.
 - ▶ Week 4: Step Into Our Story - Promote five must-visit spots or events in your community. Invite locals and visitors to experience what makes your town special, whether it's a hidden gem or major festival.

Go Above and Beyond! Pt. 2

- ▶ Chamber Time Capsule
 - ▶ Preserve the present for future generations by creating a time capsule to serve as a snapshot of the local business community, chamber achievements, and community spirit in 2025.
- ▶ Chamber Celebration Picnic or Street Fair
 - ▶ Host a community picnic or street fair showcasing local businesses with booths, demos, and giveaways.
- ▶ Chamber Impact Infographics or Video Series
 - ▶ Create infographics or a video series highlighting how your chamber supports local growth.
- ▶ Junior Chamber Day
 - ▶ Host a half-day camp for local students to engage in business pitch competitions and learn more about their local chamber.

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 Green Lake from Sept. 22-24. 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

- ▶ Cedarburg Chamber of Commerce created video mini-series highlighting recent chamber and business successes across categories such as advocacy, networking, and more
- ▶ Headshots event for Chamber staff and members
- ▶ “Everyone is a member in September” and similar social media campaigns
- ▶ New Berlin Chamber of Commerce proclaimed September as “New Berlin Chamber of Commerce and Visitors Bureau Month”
- ▶ “I Belong” campaign asked members to take a photo with flyer and submit for a cash drawing
- ▶ Open houses and member appreciation events
- ▶ Local cookouts with proceeds going to charity
- ▶ Membership drives and blitzes
- ▶ “Waupaca Rocks” encouraged businesses to paint a rock and hide it for locals to find and claim prize
- ▶ “Did you know?” social media campaign shared interesting facts about local chambers and communities
- ▶ Oregon rolled out “Experience Oregon” video
- ▶ Shop local gift certificates
- ▶ Newspaper, media and social media promotions
- ▶ Chamber board of directors attended 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. 22-24, 2025
- ▶ Heidel House Resort | Green Lake, WI
- ▶ Cost:
 - ▶ Early Bird (By Aug. 30): \$399 Member / \$499 Non-Member
 - ▶ Regular (August 31 & later): \$499 Member / \$599 Non-Member
 - ▶ Additional Member from Same Chamber = \$299
 - ▶ Spouse / Significant Other = \$250
 - ▶ Pre-Conference Boot Camp: \$50 Member / \$75 Non-Member
- ▶ Register at: web.wmc.org/atlas/events/wcce-annual-conference-retreat-2025-9366/details

Chamber of Commerce Month



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*Please contact Susan Nyffenegger with any questions or input,
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