

## **Effingham Chamber Launches New Strategic Framework Focused on Alignment and Responsiveness**

Over the past two years, the Effingham County Chamber of Commerce has undertaken a comprehensive strategic planning process to strengthen its organizational foundation and position for long-term impact.

This work included two consecutive years of facilitated planning — first with Jason Ebey of YGM, followed by Bob Harris, CAE, a nationally recognized nonprofit governance consultant — resulting in a refined governance structure, improved financial strategy, and a forward-facing framework built for growth.

The Chamber's new strategic plan is organized around four core pillars:

- **Voice** – Non-partisan advocacy and civic leadership
- **Visibility** – Strategic promotion of members and place
- **Value** – Member success through connections, resources, and leadership development
- **Vitality** – Organizational strength, sustainability, and institutional continuity

A key outcome of this work has been increased alignment and responsiveness, allowing the Chamber to more effectively engage across sectors and adapt to evolving business needs.

This work has created a more aligned and strategically positioned organization, better equipped to serve a growing and increasingly complex business community.

## **Effingham Chamber Relaunches Foundation to Expand Long-Term Community Investment**

The Effingham County Chamber of Commerce has relaunched its charitable arm as the **Two Rivers Foundation**, expanding its ability to invest in long-term community and economic vitality.

Named for Effingham County's geographic position between the Savannah River and the Ogeechee River, the Foundation reflects the region's identity as a place of connection, movement, and growth.

The relaunch emerged from the Chamber's broader strategic planning efforts over the past two years, which identified the need for a dedicated vehicle to support initiatives beyond traditional membership programming — particularly those tied to long-term competitiveness, regional positioning, and cross-sector collaboration.

The Foundation reflects a broader shift toward more intentional, long-term investment in community and economic vitality.

### **New Signature Event Aligns Fundraising with Strategic Priorities**

As part of its foundation relaunch, the Effingham County Chamber of Commerce is introducing **Bridles & Bourbon**, a new signature fundraising event designed to align experience-driven engagement with long-term strategic investment. Scheduled for May 2, 2026, the Derby-inspired event serves as the inaugural activation of the Two Rivers Foundation.

Rather than functioning as a standalone social event, Bridles & Bourbon is positioned as a launch point for sustained philanthropic engagement, supporting initiatives tied to leadership development, regional competitiveness, and community identity.

The event reflects a broader shift in the Chamber's approach — integrating fundraising, branding, and strategic priorities into a cohesive model for future growth.



SUSAN M. KRAUT, IOM, GCCE  
PRESIDENT & CEO  
SKRAUT@EFFINGHAMCOUNTY.COM  
C: 470.865.3718