

# Grow PA Promo Kit

**Instructions for Grow PA supporters:** *There are two ways to email this promo kit.*

- 1.) *Copy and paste entire document (with the exception of the HTML email and subject line) into the body of the email, rather than attaching it. Do not copy and paste the HTML email, export it from the email generator and build your message from that email.*
- 2.) *Mail merge this document directly from Microsoft Word.*

*While emailing the promo kit, keep in mind the appropriate audiences (affinity groups, sponsors, speakers, other convening groups, individuals with extensive personal networks, etc.). The purpose of the promo kit is to encourage individuals and/or organizations to share the content, not necessarily buy tickets. DO NOT forget to personalize the email to include the individual's name.*

**Subject line: Nov. 15: Grow PA – Promo Kit**

Hi [First Name],

With population rates declining and unemployment rates lagging, it's time to take action to grow our Keystone State. On **November 15, 2017**, we are hosting [\*\*Grow PA: Driving Economic Growth in the Keystone State\*\*](#), a program that will tackle these issues and develop an economic growth agenda that will influence the candidates' platforms for the 2018 Governor's and General Assembly's race and beyond.

We've put together a promo kit to encourage you to share **Grow PA** through your external and internal promotional channels.

In the promo kit below, you will find:

- Promotional Copy
- Hashtags, Handles and Links
- Sample Tweets
- Sample Facebook/LinkedIn Post
- Graphic HTML Email

Best,

<Your Name & Signature>

## **Promotional Copy**

### **Grow PA: Driving Economic Growth in the Keystone State**

With population rates declining and unemployment rates lagging, it's time to take action to grow our Keystone State.

For the first time in 31 years, Pennsylvania's population declined in 2016, making it one of only eight states to lose population according to the U.S. Census Bureau. Additionally, PA's unemployment rate lags the national rate by the widest gap in more than three decades.

Join fellow Pennsylvania business and civic leaders for an interactive discussion and reception in our state capital as we work together to develop a modern economic growth agenda that will influence the candidates' platforms for the 2018 Governor's race and beyond.

**Wednesday, November 15, 2017 | 1:00 – 5:00 p.m.**

Penn State Harrisburg  
777 West Harrisburg Pike  
Middletown, PA 17057

**Register today:** [chmbr.biz/growpa-nov15](http://chmbr.biz/growpa-nov15)

### **Hashtags, Handles and Links**

**Hashtags-** #GrowPA

**Handle-** @ChamberPHL

**Register-** [chmbr.biz/growpa-nov15](http://chmbr.biz/growpa-nov15)

### **Sample Tweets**

It's time to take action to grow our Keystone State. Join @ChamberPHL at #GrowPA on 11/15: [chmbr.biz/growpa-nov15](http://chmbr.biz/growpa-nov15)

For the first time in 31 years, PA's population declined in 2016. Help @ChamberPHL #GrowPA on 11/15: [chmbr.biz/growpa-nov15](http://chmbr.biz/growpa-nov15)

NOV 15: Join fellow biz & civic leaders to develop a modern economic growth agenda for PA @ChamberPHL's #GrowPA [chmbr.biz/growpa-nov15](http://chmbr.biz/growpa-nov15)



*Please note that the event uses the hashtag #GrowPA. When possible please tag [@ChamberPHL](#) in your tweets.*

## **Sample Facebook/LinkedIn**

Facebook event: [chmbr.biz/growpa-nov15-fb](https://chmbr.biz/growpa-nov15-fb)

It's time to take action to grow our Keystone State. Join the Chamber of Commerce for Greater Philadelphia on Nov. 15 to develop a modern economic growth agenda for PA. #GrowPA  
[chmbr.biz/growpa-nov15](https://chmbr.biz/growpa-nov15)



*Please note that the event uses the hashtag #GrowPA. When possible please tag our [Facebook page /ChamberPHL](#).*

## **Graphic HTML Email Invite**

[View this email in your browser](#)



THE CHAMBER OF COMMERCE FOR GREATER PHILADELPHIA



DRIVING  
ECONOMIC  
GROWTH  
IN THE  
KEYSTONE  
STATE

**With population declining and employment opportunities lagging, it's time to take action to grow our Keystone State.**

Join fellow Pennsylvanian civic and business leaders at this interactive program and reception in our state capital to work together **to develop a modern economic growth agenda** that will influence the candidates' platforms for the 2018 Governor's and General Assembly's race and beyond.

**Wednesday, November 15, 2017**

1:00 - 1:30 p.m. Registration & Networking

1:30 - 3:30 p.m. Presentation, Interactive Discussion and Panel

3:30 - 5:30 p.m. Reception

**Penn State Harrisburg**

777 West Harrisburg Pike

Middletown, PA 17057

**REGISTER TODAY ›**

**Grow PA** is a statewide initiative to convene people and organizations throughout Pennsylvania to establish a modern economic growth agenda. To learn more, visit [grow-pa.com](http://grow-pa.com).

**SIGN UP FOR THE GROW PA NEWSLETTER** 

TITLE SPONSOR:



CO-SPONSORS:



HOST SPONSOR:



**THE CHAMBER OF COMMERCE FOR GREATER PHILADELPHIA**

200 S. Broad Street, Suite 700 / Philadelphia, PA 19102 / [ChamberPHL.com](http://ChamberPHL.com)