



Chamber Communications Strategy

We are revamping how we communicate as a Chamber. We have heard your feedback about both the quantity and quality of our Email Blasts and we want to make adjustments in order to make our communications effective and efficient. We are setting up 5 different communication lists and blasts that you will have the ability to opt in or out of at any time, so you have more of an a la carte choice. Should you opt into all five, our goal is to send you only three regular Chamber communications, in addition to Member E-Blasts, replacing the event reminders and unregulated blasts.

Weekly Watch: Monday Mornings

The weekly watch is designed to be a one stop shop for that week's chamber news. It would include:

- 1) Chamber Events/Programs opportunities for the week ahead + Calendar Links
- 2) Member Events Calendar
- 3) Any important Announcements
- 4) New Members
- 5) Member Highlights

Events Blast: Every Other Week, Wednesday Afternoons

The Events Blast, will have a video that contains all event information, as well as that information written form, for those that cannot easily access the video. It will let you know of upcoming events and registration information. This will be the only communication for Events, and it will be holistic. It would include:

- 1) Chamber Events for the next 1-3 weeks
- 2) Upcoming Big Events
- 3) Member Events Calendar Link
- 4) Updated Calendar
- 5) All Registration information
- 6) Sponsorship Opportunities

Member E-Blasts

We will continue to have separate E-Blasts for individual members, and continue to do the consolidated Non-Profit Fridays, as this is an important aspect of membership. However we are going to reduce the number sent to 3 on Tuesday, 3 on Thursday, and Non-Profit on Friday Afternoons.

Note: We will introduce additional web-based advertisement opportunities when we launch our new website

E-Newsletter: 1st of the Month

The E-Newsletter is more of an Educational/Hot Topic format. It will be designed to give you good content about tools/services at the Chamber as well as thought provoking content, and educational ideas. We utilized this format for the June + July Newsletter, please use for reference. It would include:

- 1) Message from Jim about a topic or insight for the month
- 2) Tool/Resource Highlight from the Chamber
- 3) Member Article, with thought leadership about something that was learned or insight.
- 4) Community Highlight/Event featuring Community Organizations or Non-Profits
- 5) Businesses of the Month Articles + Videos
- 6) Board Member Highlight
- 7) Member Highlights

Legislative Updates: As News Breaks

Being on this list would mean that you are interested in legislative updates at the City and State Level. This is not necessarily for everyone, but for those who want to be kept in the legislative loop, it is a good resource. We would release it as news/updates/tools come in. It would include:

- 1) City of St. Charles News
- 2) Illinois Legislative News
- 3) Illinois Chamber of Commerce Updates
- 4) Hot Topics
- 5) Articles + Videos that are insightful