

Strategic Public Relations Plan

Membership Campaign & Gift Certificate Program

Prepared for:
Oconomowoc Area Chamber of Commerce



“Where Business Connects”

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May 1, 2017



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Client Overview

OCONOMOWOC AREA CHAMBER OF COMMERCE

Introduction

The Oconomowoc Area Chamber of Commerce (OACC) is an active business organization serving the greater Oconomowoc Area. The OACC is a 501(c)(6) non-profit association, earning revenue through dues from approximately 325 members and from special events. The OACC supports local businesses through marketing, advocacy efforts to create a strong business environment, networking opportunities, and educational programming.

The Executive Director and board of directors have **two objectives**: to grow membership, and to increase participation in the Chamber Gift Certificate program.

Potential for Membership Growth

According to city economic development officials, there are approximately 850 businesses in the City and Town of Oconomowoc. Approximately 30% of these area businesses are current Chamber members.

Over the past three years, under the leadership of a new Executive Director, the OACC membership has grown annually; specifically by 60 members in 2014, 60 members in 2015, and 40 members in 2016. Member businesses are varied, with retailers, restaurants, services and boutiques making up a large portion of the membership. There is less representation from business-to-business and manufacturing companies, presenting an opportunity for growth. The Executive Director and the board of directors believe that a membership growth target of 50% of area businesses is achievable.

The Board of Directors recently adjusted the membership dues structure. The employee categories were adjusted to better correlate to actual employee counts within the member businesses, and therefore the dues structure is now more amenable to larger companies.

Expanding the Gift Certificate Program

The OACC has a gift certificate program in which anyone may purchase certificates that can be redeemed at participating member locations. The recipient then presents the certificate(s) just like cash in a store or at a business. The actual physical gift certificate looks more like a bank check, with little branding, than a gift certificate. Many local shoppers purchase certificates for birthdays, holidays, coaches, teachers, employees, or as thank-you gifts. The OACC promotes this program by providing a list of member businesses to the patron purchasing certificates. This list is also published on the Chamber website. Typically, the Chamber sells \$30,000-\$50,000 in gift certificates annually.

Approximately 15% of Chamber members participate in the Gift Certificate program, meaning they accept Chamber Gift Certificates for goods or services in their businesses. This low participation rate presents an excellent opportunity for program expansion.

Research

OCONOMOWOC AREA CHAMBER OF COMMERCE

Research consisted of discussions with the Chamber Executive Director, review of past member surveys, and conducting a new e-mail survey of all current members about the Gift Certificate program.

RESEARCH: Membership Survey

The Executive Director shared data from a 2015 member satisfaction survey. The survey was designed to gather members' opinions regarding the current state of the OACC and how their company has been affected by the services and promotions.

The survey had a 21% response rate. Respondents were spread out over 10 industry sectors, and many respondents were very small businesses, with 61% reporting having seven or less employees. Service (22%), Professional (15%) and Health (13%) sectors made up half of the respondents.

The survey revealed growing evidence that the OACC is on a good path to continue providing benefits to members, but there is room for improvement. The majority of individual comments were positive. **In summary:**

- 92% of respondents were decision-makers regarding their membership
- 74% attended two or more Chamber events in the past year; even though 42% reported not having enough time to participate in Chamber events.
- 68% were satisfied with the Chamber's efforts in promoting business

Reported Benefits

'Community Engagement,' 'Networking,' and 'Business Promotion' are values important to all members, especially small businesses. The smaller the business, the more important 'Business Promotion' became. The data showed that smaller or larger businesses find the Chamber to be a good fit, and as a result participate the most in events. Medium-sized businesses seem to be an anomaly, because they don't to take on any sort of pattern, and their responses sometimes contradicted that of the small- and large-sized businesses.

Potential for Growth and Strategic Re-Branding

Based on the respondent characteristics, there is potential for growth among industrial and manufacturing businesses, as well as medium-size businesses, which tend to have low event participation rates. Special events that are held at convenient times and locations may attract more members to "Networking" opportunities and increase participation.

A key benefit of membership as perceived by members is 'Supporting the Chamber,' which is an interesting observation, and provides a clue to a potentially flawed perception of the Chamber's purpose. In years past, the Chamber was associated with tourism-type of activities, such as parades and street dances. The Chamber has let other organizations take over many of these former "tourism" events in the last several years, yet the perception of members needing to 'Support the Chamber' remains.

The Executive Director prefers to position the Chamber as a "Business Association," rather than as a organization that both promotes business and tourism. This is a public relations opportunity to consider a future re-branding initiative that would better position the Chamber as a "Business First" organization in the community.

Research

OCONOMOWOC AREA CHAMBER OF COMMERCE

RESEARCH: Chamber Member Gift Certificate Program Survey

In preparation for creating this PR plan, a member survey was conducted to gather feedback on the program and to uncover barriers and opportunities for growth. Feedback indicated that many patrons are not aware of the gift certificate program, and that merchants would participate if there was more effective and proactive promotion of the program.

An e-mail survey was sent to all 325 chamber members, and was open for two weeks.

47 responses were received - a 15% response rate.

(See Appendix 1 and 2 for full-length summary reports.)

Survey Questions

1. Do you accept OACC Gift Certificates at your business or for your service?
2. How well does the Chamber Gift Certificate Program meet your business needs?
3. If you accept Gift Certificates, what is the approximate TOTAL amount of gift certificates accepted in a typical year at your business?
4. When thinking about sales during the calendar year, when do you typically see the most gift certificates being redeemed at your business?
5. In your opinion, how aware are consumers of the Chamber's Gift Certificate Program?
6. What barriers exist for selling and accepting Chamber Gift Certificates?
7. When thinking about your business or service, what factors would help the Gift Certificate program expand?
8. In your opinion, what is the most important thing the Chamber could do to improve the Gift Certificate program?

Summary of Survey Results

- About half of Chamber businesses accept Gift Certificates (51%), typically in purchases of **less than \$100**
- Most Gift Certificates are redeemed either during the November Gallery Night (1st Friday in November) which kicks off the **Christmas holiday season**, or in **spring, during the May Gallery Night** (1st Friday in May) and Mother's Day
- The number one barrier to selling and accepting Gift Certificates is **lack of awareness among shoppers**. An additional barrier is that **customers have to purchase Gift Certificates in person at the Chamber offices**.
- Merchants' top request to improve participation in the program was, "**More awareness and education about the program**," among businesses and consumers. Additional feedback was, "**Make them easier to purchase**."

Campaign Goals

OCONOMOWOC AREA CHAMBER OF COMMERCE

This strategic public relations plan will address two primary organizational goals:

1. Increase Chamber Membership:

- Grow membership in the OACC by attracting new members and retaining existing members to the premier business association in the greater Oconomowoc area

2. Increase sales of Chamber Gift Certificates:

- Increase sales of Chamber gift certificates by boosting awareness of the program among local shoppers.

Target Audiences

OCONOMOWOC AREA CHAMBER OF COMMERCE

Target publics for membership drive:

- Existing members (Active Public)
- Chamber director, staff and board of directors (Active Public)
- Businesses who have never been members (Latent or Non-Public)
- Community leadership, city tourism and economic development officials (Aware or Active Public)
- Local media, local columnists, and opinion leaders (Intercessory Publics)

Target publics for gift certificate program drive:

- Local consumers and tourist shoppers (Aware or Latent Public)
- Chamber members who accept Chamber gift certificates in their stores or for their services (Active Public)
- Local media, local columnists, and opinion leaders (Intercessory Publics)
- Community leadership, city tourism and economic development officials (Aware or Active Public)

Public Relations Objectives

OCONOMOWOC AREA CHAMBER OF COMMERCE

Strategic Objective #1: Grow Chamber Membership

To have an effect on *awareness* and *action* - Increase Chamber membership by 20%, by attracting new members a, resulting in a net gain of 65 members in a one-year time period.

Strategic Objective #2: Increase Consumer Awareness of the Chamber Gift Certificate Program

To have an effect on *awareness* and *action* - Increase consumer awareness of, and participation in, the Chamber Gift Certificate program, resulting in a 15-20% increase in sales of gift certificates as measured year over year by total sales, and by a follow-up survey to member businesses.

PR Strategies

OCONOMOWOC AREA CHAMBER OF COMMERCE

Strategy for Objective #1:

- Involve the business community, local organizations, Chamber members, community leaders and the media through a publicity event and subsequent membership drive, to add new members to the Chamber as the area's premier business association.
- Engage in proactive communication, advertising and news media outreach before and after the publicity event to attract new member businesses to the Chamber.

Strategy for Objective #2:

- Make it easier for consumers to purchase Gift Certificates by adding an online form and information to the Chamber website.
- Host an in-person Gift Certificate sales event at the November Gallery Night to increase awareness among consumers.
- Engage in proactive communication, advertising and news media outreach to increase awareness of the Chamber gift certificate program among target publics.



Membership Growth

Key Messages

OCONOMOWOC AREA CHAMBER OF COMMERCE

Key Messages and Tactics for Objective #1 “Race to Success” Membership Drive

- Campaign Theme: “Race to Success” - Join the Chamber!
 - ➔ “Membership Marathon,” publicity event kicks off the membership drive on May 1
 - ➔ “May is Membership Month” - Member to Member peer outreach throughout the month

Rationale: Why a publicity event?

The 2015 member survey indicated ‘Community Engagement,’ ‘Networking,’ and ‘Business Promotion’ were the most valuable benefits of a Chamber membership. A local publicity event reinforces all three of these benefits for members.

The 2015 member survey also indicated that often members attend events and volunteer to “support the Chamber.” An in-person event brings people together to create personal connections. Face-to-face conversations are one of the most powerful communications tactics we can use. People do business with people they know and like. Many existing Chamber members are already “superfans” of the Chamber. By harnessing the enthusiasm and goodwill of these “superfans” to help with member-to-member outreach at a high-energy special event, we extend the Chamber’s brand beyond the marketing materials, and create real, human connections with other business owners in the community; building trust, and persuading others to join the “Race to Success.”

Narrative Introduction:

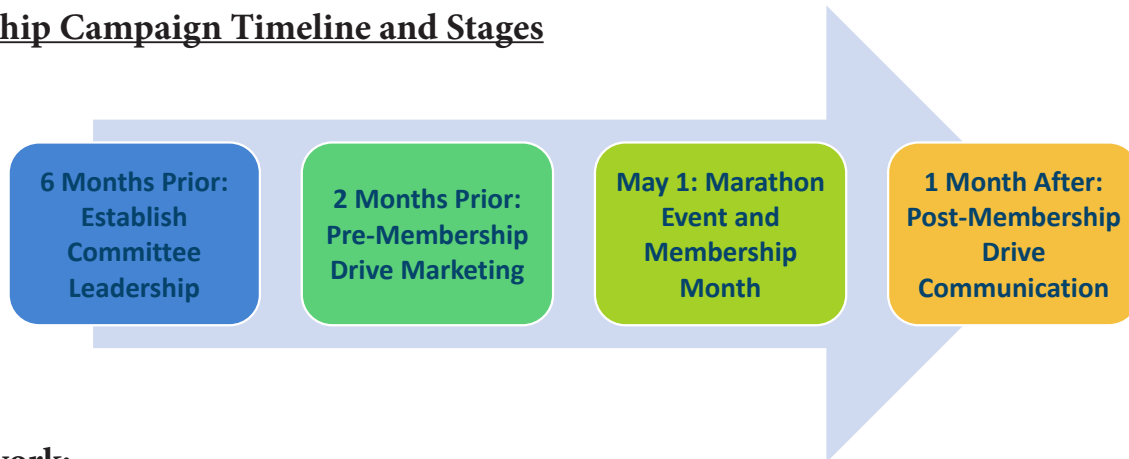
From having the right training program, to keeping tabs on the competition, participating in a marathon race is quite similar to the challenges faced by business owners today. Keeping your business moving forward requires vision, dedication, perseverance when the going gets tough, and inspiration from fellow travelers on the journey. It feels great to hear the cheers of friends, family and colleagues on the sidelines as you strive toward your goals.

As the premier business association in the greater Oconomowoc area, the Oconomowoc Area Chamber of Commerce (OACC) knows that businesses of all sizes need resources, training, and opportunities to network and learn from other professionals to find the route to success. The OACC team supports local businesses through promotional and marketing tools, advocacy, networking opportunities to grow professional connections, and educational programming. Join us in the “Race to Success” on May 1, and watch your business take off!

Timeline

OCONOMOWOC AREA CHAMBER OF COMMERCE

Membership Campaign Timeline and Stages



Pre-work:

In order to successfully manage and coordinate the “Membership Marathon” event on May 1, the Executive Director and Chamber staff can plan to meet 6 months prior to establish a campaign chairperson, volunteer committee, establish the charge of the committee, and develop a plan for sponsorship and donated prizes.

Stage 1: Pre-Membership Drive Marketing

Communication Tactics:

- Add a special “Membership Drive” landing page to the Chamber website, with quick links to “Race to Success” event details, how to volunteer for the Membership Marathon event, and the Who, What, Why and How of becoming a member.
- E-mail to all members, from Chamber Director with special event and membership drive info.
- Send a follow-up informational letter via USPS-mailed letter to all chamber members
- Include Membership Marathon event preview and membership drive information in weekly e-Blasts
- Write and distribute press release about Marathon event and Membership Month to local media
- Send an informational postcard mailing to non-member businesses, inviting them to join the Chamber, and to participate in the sign-up event / Marathon Day
- Purchase full-color newspaper advertising to promote the Membership Marathon event 3 times in the month prior (both digital edition and print ads)
- Plan social media content strategy, campaign hashtags, and posting calendar to begin 6 weeks prior to kick off event. Include event information and links to Chamber landing page.
- Design and distribute Membership Marathon event yard signs around the city
- Design and distribute Membership Marathon and membership drive posters around the city, and ask member businesses to display them.

Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Sample News Release



FOR IMMEDIATE RELEASE

Contact:

Katie Miller
Oconomowoc Chamber of Commerce Executive Director
262-567-2666

“Race to Success” Membership Marathon Event Planned to Boost Chamber Membership
One-day event kicks off “May Membership Month” for Oconomowoc Area Chamber of Commerce

OCONOMOWOC, Wis. – April 20, 2017. In an effort to recruit new Oconomowoc-Area businesses to join the Chamber, the Oconomowoc Area Chamber of Commerce is planning to kick off Membership Month with a high-energy special event, the “Membership Marathon” on Friday, May 1, 20XX. Area businesses, volunteers and community members are encouraged to join the “Race to Success.”

No need to start running laps! This “Marathon” event is intended to inspire a spirit of friendly competition among the volunteer teams who will compete to sign up the most members and re-sign existing members. The event will be held at the Oconomowoc High School high school stadium, beginning at 9:00 a.m. and ending at 12:30 p.m.

Benefits of Chamber Membership for Local Businesses

From having the right training program, to keeping tabs on the competition, participating in a marathon race is similar to the challenges faced by business owners today. Keeping your business moving forward requires vision, dedication, perseverance when the going gets tough, and inspiration from fellow travelers on the journey. It also feels great to hear the cheers of friends, family and colleagues on the sidelines as you strive toward your goals.

As the premier business association in the greater Oconomowoc area, the Oconomowoc Area Chamber of Commerce knows that businesses of all sizes need resources, training, and opportunities to network and learn from other professionals to find the route to success. The OACC team supports local businesses through promotional and marketing tools, advocacy, networking opportunities to grow professional connections, and educational programming.

As a 501(c)6, member-based non-profit organization, the OACC mission is financed through membership (dues) and other revenue sources. Growing membership is critical to the Chamber’s success! The more members we have, the more resources we can offer to the business community. We ask area businesses who are not already members to consider joining us in the “Race to Success” event on May 1.

Event Promotional Ideas “Marathon” theme:

- High-energy music
- Sponsors
- Healthy Snacks and water
- T-shirts, running shoes, bib numbers, timing chips, sweatbands
- Different “business size” categories of participants
- Community spirit and enthusiasm
- Spectators
- Cowbells
- Emcee or special speakers
- American Flag
- Volunteers
- Running route or map
- Student /youth participation
- Portapotty’s

Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Stage 2: May is Membership Month and Marathon Event

(Kick-off on May 1; membership outreach continues through month-end.)

Publicity Event: Membership Marathon

- “Membership Marathon” special event kicks off the membership drive
- New member recruitment and existing member renewal will continue as the volunteer teams extend the membership competition through the end of May.
- High-value prizes (travel, auto, spa, restaurant) will be awarded to the winning teams (Gold, Silver, Bronze and Participation Awards). All prizes sponsored/donated by local businesses.

Stage 3: Post-Membership Drive Communication

Each recruitment “team” will be led by a Chamber Director as Captain. Teams will have a list of both potential and existing chamber members’ phone numbers and addresses. They will be given a script to follow for outreach during the kick-off event, to take advantage of the high energy and enthusiasm of the day.

Sample Event Schedule

Location: High School Stadium on the outdoor track.

7:30-8:45 a.m. Set up and volunteer arrivals

9:00-9:45 am – Band/music playing as participants and spectators gather. Possible student performances and participation.

9:45 a.m. Kick off with welcome address from Chamber Board President, Mayor, Executive Director, and Campaign/Event Chairperson.

10:00 a.m. – Starting Gun fires, the “race” starts and volunteer teams to begin telephone calls. Membership “captain” keeps track of new commitments and renewals. Big “race” timer starts the 1-hour countdown.

10:15/10:30/10:45 – Emcee announces progress as volunteers continue outreach. Member testimonials sprinkled throughout the time.

11:00 a.m. – Time’s Up! Bell rings, band plays as volunteers tally up the membership count for each team.

11:30 a.m. – Leaders/placeholders are announced by the emcee. These teams will continue to compete in the “marathon” until the end of May, continuing to recruit and retain as many members as possible.

11:45 a.m. -12:15 p.m. - Lunch, sponsored by a local business or restaurant, now served. Band/music continues to play as people socialize.

12:30 – Event ends.

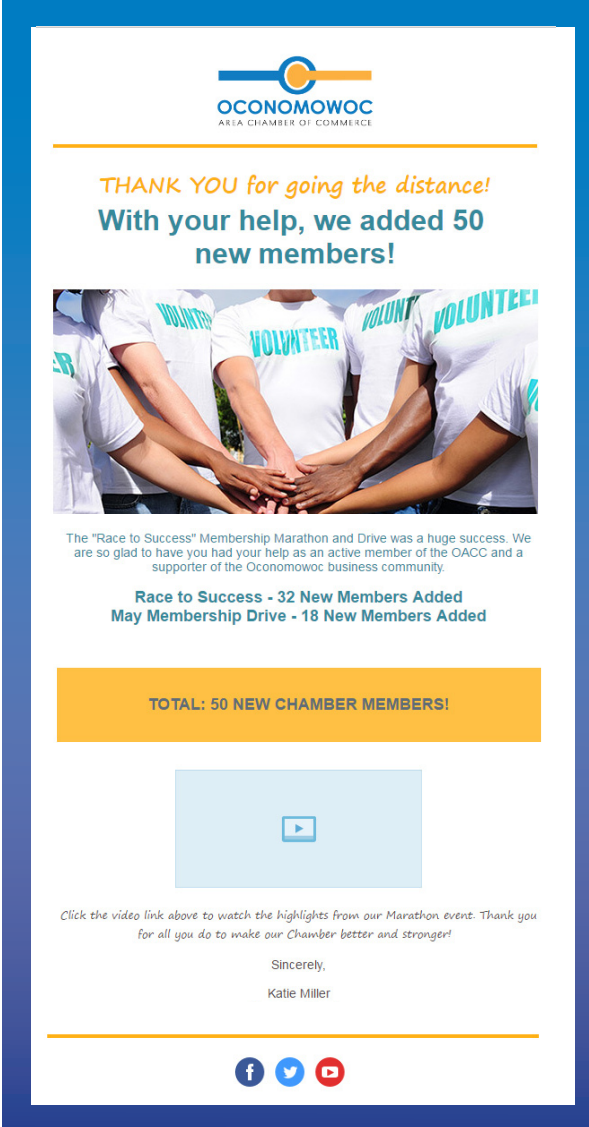
Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Communication Tactics:

- Send e-mail follow up with results, sent to all Chamber members
- Send follow up press release and photo to local media with campaign results
- Mail thank you letters via USPS to sponsors and volunteers
- Plan social media content strategy to share photos, results and thank participants and sponsors
- “Thank you” newspaper print ad

Sample Post-Campaign E-mail Communication



The graphic is a sample email communication template for the Oconomowoc Area Chamber of Commerce. It features a blue border and a white background. At the top is the Oconomowoc Area Chamber of Commerce logo. Below the logo is a horizontal line, followed by the text "THANK YOU for going the distance!" in orange and "With your help, we added 50 new members!" in blue. A photograph of several people in white t-shirts with "VOLUNTEER" written on them in blue is centered below the text. Underneath the photo is a paragraph of text: "The 'Race to Success' Membership Marathon and Drive was a huge success. We are so glad to have you had your help as an active member of the OACC and a supporter of the Oconomowoc business community." Below this is another line of text: "Race to Success - 32 New Members Added" and "May Membership Drive - 18 New Members Added". A yellow box contains the text "TOTAL: 50 NEW CHAMBER MEMBERS!". Below this is a video player icon. At the bottom of the email content is a paragraph: "Click the video link above to watch the highlights from our Marathon event. Thank you for all you do to make our Chamber better and stronger!". Below this is the signature "Sincerely, Katie Miller". At the very bottom are three social media icons: Facebook, Twitter, and YouTube.

OCONOMOWOC
AREA CHAMBER OF COMMERCE

THANK YOU for going the distance!
With your help, we added 50 new members!

The "Race to Success" Membership Marathon and Drive was a huge success. We are so glad to have you had your help as an active member of the OACC and a supporter of the Oconomowoc business community.

Race to Success - 32 New Members Added
May Membership Drive - 18 New Members Added

TOTAL: 50 NEW CHAMBER MEMBERS!

Click the video link above to watch the highlights from our Marathon event. Thank you for all you do to make our Chamber better and stronger!

Sincerely,
Katie Miller

[f](#) [t](#) [v](#)



Gift Certificates

Key Messages & Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Key Messages and Tactics for Objective #2 “Chamber Cash” Gift Certificate Awareness Campaign

Themes and slogans:

- Campaign Theme: “Chamber Cash Makes Shopping Easy!”
 - ➔ *Gift Certificates - Always in style!*
 - ➔ *Chamber Cash. That was easy.*

Rationale: Awareness and Publicity

Consumers like things to be easy. Online shopping is easy and can be done from the comfort of home. The Chamber also can make things “easy” for both shoppers and merchants by making it easy to purchase, redeem and accept gift certificates at participating businesses.

The member survey indicated that about one-third of merchants accept gift certificates in their businesses. Some were not aware of the program, and some don’t accept them because their product or service does not lend itself well to gift certificates as a purchasing mechanism. In addition, the survey revealed that the primary barrier to expanding gift certificate sales is lack of public awareness about gift certificates. This proposed awareness campaign is designed to help to educate consumers about the fact that Chamber gift certificates exist, make it easier to purchase them with online access, and help merchants communicate about the program at their place of business.

Narrative Introduction: Chamber Cash Makes Shopping Easy!

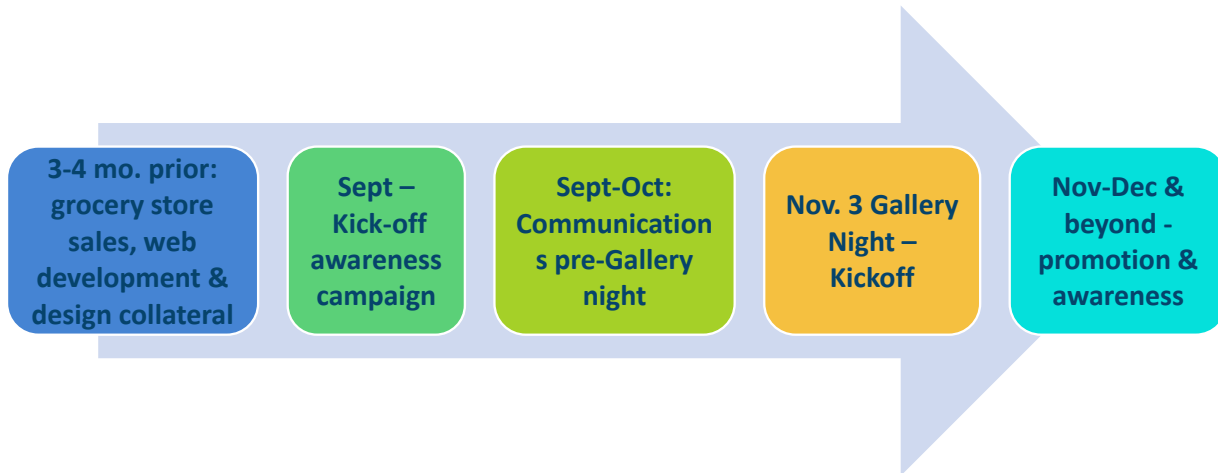
Have you ever found yourself searching for just the right gift for your mother-in-law, boss, or for that friend who has everything? Give the gift of Chamber Cash - it’s easy! Chamber Cash is a gift certificate that can be redeemed for goods and services at participating Chamber member businesses all around Oconomowoc. Buy them for birthdays, holidays, coaches, teachers, employees, or just to say “thank you” to someone special. The person receiving Chamber Cash can spend it at any participating business or merchant. It’s a win-win: you give the “perfect gift,” and shopping local helps keep our Oconomowoc economy strong.

Visit our website at www.oconomowoc.org to purchase Chamber Cash online in denominations of \$25 or more. A list of Chamber member participants where the certificates can be redeemed is also on the website. You may also purchase Chamber Cash at the Chamber offices during regular business hours, or at the Piggly Wiggly on Brown Street in Oconomowoc at the service desk. Chamber Cash is always in style! Visit our website to learn more.

Timeline

OCONOMOWOC AREA CHAMBER OF COMMERCE

Gift Certificate Campaign Timeline and Stages



Pre-Work

In order to launch the “Chamber Cash” kick off in November, the Executive Director and Chamber staff will need to do some footwork up to three months prior to establish the Piggly Wiggly as a secondary sales outlet for gift certificates and to work with the OACC web developer to create the online purchasing landing page and form.

Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Stage 1: Chamber Cash Sales at Gallery Night and Continued Awareness Campaign

Communication Tactics:

- Work with graphic designer to re-brand the look of the Gift Certificate and develop promotional materials: web and social media graphics, posters, in-store “sold here” signage, and direct mail postcard.
- Add a special “Chamber Cash” call out graphic on the Chamber home page that links to a new landing page, with a form for online purchases, quick links a list of participating members, locations where Chamber Cash can be purchased, and FAQ’s for both businesses and consumers. (Test functionality!)
- Send an informational e-mail to all members, from Chamber Director, about Chamber Cash program
- Send a follow-up informational letter via USPS-mailed letter to all chamber members to reinforce message.
- Include Chamber Cash November 3 kick-off event preview and purchasing information in weekly e-Blasts
- Purchase full-color newspaper advertising to promote Chamber Cash 4x before and after Gallery Night (both digital edition and print ads)
- Write and distribute press release about Chamber Cash and the November Gallery night to local media
- Plan social media content strategy, social media advertising, campaign hashtags, and posting calendar to begin in September and ramp up to the Nov. 3 Gallery night. Include link to informational landing page.
- Design and distribute “Chamber Cash - It’s Easy!” posters around the city, and ask member businesses to display them if they accept gift certificates.
- For the November 3 Gallery night, plan to set up and host a “Chamber Cash” tent where Chamber staff will be selling gift certificates directly to the public. Offer an incentive gift to give to people who purchase Chamber Cash that evening, like a tote bag or umbrella.

Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Redesigned "Chamber Cash Gift Certificate"



Gallery Night

OCONOMOWOC CHAMBER OF COMMERCE

Shop Local! Art, Food & Wine and more. Gift Certificates on Sale!

NOVEMBER 3, 6 PM | DOWNTOWN OCONOMOWOC

Purchase Chamber Cash at the tent



Poster for Gallery Night, info about Chamber Cash sale at event.

Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Sample News Release



FOR IMMEDIATE RELEASE

Contact:

Katie Miller
Oconomowoc Chamber of Commerce Executive Director
262-567-2666

“Chamber Cash” Promotion Kicks Off at Oconomowoc Gallery Night Nov. 3
*Chamber of Commerce Gift Certificates (Chamber Cash) For Sale During Gallery Night;
Redeem at Participating Area Merchants*

OCONOMOWOC, Wis. – October 1, 2017. Oconomowoc customers who are searching for just the right holiday gift for the mother-in-law, hard to please boss, or the friend who has everything can make shopping easy with Chamber Cash from the Oconomowoc Area Chamber of Commerce (OACC). The OACC will kick-off a year-long promotion of Chamber Cash at Gallery Night, November 3 on the Village Green in downtown Oconomowoc. Visit the special tent in the Village Green to stock up on Chamber Cash. All customers purchasing \$50 or more in Chamber Cash will receive a free gift!

“Chamber Cash” is a gift certificate that can be redeemed for goods and services at participating Chamber member businesses. Buy them for birthdays, holidays, coaches, teachers, employees, or just to say “thank you” to someone special. The person receiving Chamber Cash can spend it at any participating business or merchant. It’s a win-win: Chamber Cash is the “perfect gift,” and shopping local helps keep our Oconomowoc economy strong.

Visit the OACC website at www.oconomowoc.org to purchase Chamber Cash online, in denominations of \$25 or more. A list of Chamber member participants where the certificates can be redeemed is also on the website. Customers may also purchase Chamber Cash at the Chamber offices during regular business hours, at 175 E. Wisconsin Ave., or at the Piggly Wiggly on Brown Street in Oconomowoc at the service desk. Chamber Cash is always in style! Visit our website to learn more. Give the Gift of Chamber Cash - it’s easy!

Promotional Ideas “Chamber Cash” event:

Tent in Village Green for selling Chamber Cash during Gallery Night

Sponsors donate prizes for a random drawing

Customers get a free promo item with purchase of Chamber Cash

High energy music at the tent

Mobile credit card machine

Volunteers

Lists of participating member businesses and special promotions

Community spirit and enthusiasm-ask customers to share on social media



The Hotel Umbrella - 48" Arc

Item Color(s): Royal Blue/Wood

QUANTITY

TOTAL \$1,190.00

Tactics

OCONOMOWOC AREA CHAMBER OF COMMERCE

Stage 2: Post-Gallery Night Communication

Communication Tactics:

- Send e-mail follow up with results of total Chamber Cash sales, sent to all Chamber members
- Send follow up press release and photo to local media with campaign results
- Plan continued social media content strategy to share photos, how to purchase Chamber Cash information and participating business information
- Continue to promote the Chamber Cash program in all regular Chamber communication channels: weekly e-blast, printed flyers, website information, announce at member events, social media advertising and posts, and quarterly press releases tied to retail shopping occasions (Spring/Mother's Day/Father's Day end of School Year, back to school, and holiday)
- Send email survey to merchants to measure feedback on consumer awareness of Chamber Cash

Sample Post-Campaign E-mail Communication



Sample In-Store Counter Display

- Give to participating member businesses for awareness



The graphic is a vertical rectangular layout with a blue border. At the top is the Oconomowoc Area Chamber of Commerce logo. Below it, the text reads: "Chamber Cash: That was Easy! November Gallery Night was a big success! We sold more than \$5,000 in Chamber Cash." This is followed by a decorative border containing a "Chamber Cash \$25 VALUE" certificate and the slogan "That was easy!". Below the border, a paragraph states: "The 'Chamber Cash' promotion at Gallery Night was a huge success. We are so glad to have had your help as an active member of the OACC." This is followed by a yellow box with the text: "Chamber Cash - \$5000 sold at Gallery Night Chamber Cash promotions - will continue this year!". Below the yellow box, another yellow box contains: "Chamber Cash - That was easy! Remind customers to purchase Chamber Cash gift certificate on our website at www.oconomowoc.org". At the bottom, a closing message reads: "Thank you for all you do to make our Chamber better and stronger! Sincerely, Katie Miller, Executive Director, Oconomowoc Area Chamber of Commerce". Social media icons for Facebook, Twitter, and YouTube are at the very bottom.

Evaluation

OCONOMOWOC AREA CHAMBER OF COMMERCE

RECAP: Objective #1 - Increase Membership.

- *Involve the business community, local organizations, Chamber members, and community leaders through a publicity event and subsequent membership drive, to help build support for the Chamber as the area's premier business association and attract new members.*
- *Engage in proactive communication, advertising and news media outreach before and after the publicity event to attract new member businesses to the Chamber.*

Evaluation:

Macro: Did the campaign reach the stated objective of 20% increase in membership or 65 new members, to grow total membership from 325 to 390? Additionally, number of membership renewals, total increase in membership and total increase in dues revenue. Conduct follow-up member satisfaction survey after one year.

Micro: Track attendance at "Race to Success" event, results from promotional activities, referrals/leads from direct mail, website analytics, social media likes, views and engagement, and local media coverage.

RECAP: Objective #2 - Grow Chamber Cash Gift Certificate Program.

- *Make it easier for consumers to purchase Gift Certificates by adding an online form and information to the Chamber website.*
- *Host an in-person Gift Certificate sales event at the November Gallery Night to increase awareness among consumers.*
- *Engage in proactive communication, advertising and news media outreach to increase awareness of the Chamber gift certificate program among target publics.*

Evaluation:

Macro: Did the campaign reach the stated objective of 15-20% increase in Chamber Cash sales? This would increase annual sales from between \$30,000-\$50,000 in sales to \$36,000-\$60,000. In addition to tracking total gift certificate sales, track total merchant/business program participation. Conduct follow-up survey with merchants after one year to measure program satisfaction and gain feedback.

Micro: Track attendance and sales volume at "Chamber Cash" event, results from promotional activities, website analytics including access to the online sales form, number of interactions at the grocery store location, social media views and engagement, and local media coverage.

Budget

OCONOMOWOC AREA CHAMBER OF COMMERCE

Budget Estimates – Race to Success Event and Ongoing Membership Marketing

Day of Event: Tent, sound system, music, refreshments; equipment & supplies	\$2,000
Printed Marketing Collateral 50 - 11x17 posters, 1-sided, bleed - \$50.00 250 - 8.5 x 11" flyers , 1-sided, bleed - \$57.20 250 - 2 x 7" bookmarks, 2-sided, bleed - \$50.60	\$160
Direct Mail to all businesses 850 - 6 x 9 printed and mailed postcard; including list rental and postage, inkjet and fulfillment	\$665
Outdoor vinyl banners 30" x 90" (3) \$180 each	\$540
Print Newspaper Advertising Oconomowoc Focus, 4,276 area readers 1/4 page 3clmn x 5" (4.9" x 5")	\$315/week for 4 weeks = \$1,260
Digital Newspaper Advertising (Lakecountrynow.com) www.oconomowocfocus.com 300 x 250, 300 x 600 ad size 40k impressions (desktop – geo-targeted to zip) Mobile geo targeted impressions 20k \$	\$788/week for 4 weeks - \$3,152
Graphic and Web Design Services 15 hours at \$100/hr	\$1,500
Email marketing/Constant Contact	Use existing subscription
Mailed thank-you letter	Use existing letterhead/stationary and postage budget
Social media content and management	Staff time and implementation
Social media advertising/promoted posts	\$100-150/mo for 6 months = \$600-\$900
TOTAL:	Approximately \$10,177

Budget

OCONOMOWOC AREA CHAMBER OF COMMERCE

Budget Estimates – Chamber Cash Event and Ongoing Program Awareness

Day of Event: Tent, prizes, collateral, credit card machine, supplies	\$500
Printed Marketing Collateral 50 - 11x17 posters, 1-sided, bleed, \$50.00 250 - 8.5 x 11" flyers, 1-sided, bleed, \$57.20 500 - 3.5 x 2" business cards, 2-sided, bleed \$64.00	\$171
In-store display racks for flyers and business card take aways Total of 50	\$5/each = \$250
Outdoor vinyl banners 30" x 90" (2) \$180 each	\$360
Print Newspaper Advertising Oconomowoc Focus, 4,276 area readers 1/4 page 3clmn x 5" (4.9" x 5")	\$315/week for 4 weeks = \$1,260
Digital Newspaper Advertising (Lakecountrynow.com) www.oconomowocfocus.com 300 x 250, 300 x 600 ad size 40k impressions (desktop – geo-targeted to zip) Mobile geo targeted impressions 20k \$	\$788/week for 4 weeks - \$3,152
Graphic and Web Design Services 15 hours at \$100/hr	\$1,500
Promotional/Custom Imprint Umbrella (free gift with Chamber Cash purchase; qty 50)	\$1,190
Email marketing/Constant Contact	Use existing subscription
Mailed thank-you letter	Use existing letterhead/stationary and postage budget
Social media content and management	Staff time and implementation
Social media advertising/promoted posts	\$100-150/mo for 6 months = \$600-\$900
TOTAL:	Approximately \$9,283

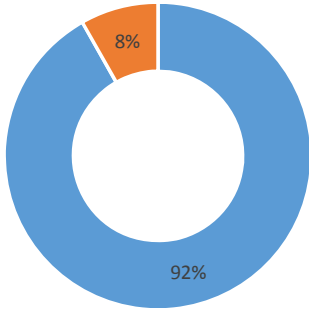
Appendix

OCONOMOWOC AREA CHAMBER OF COMMERCE

Survey Data

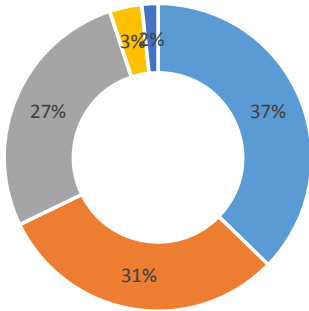
2015 Membership Survey

Are you the chamber member decision maker?



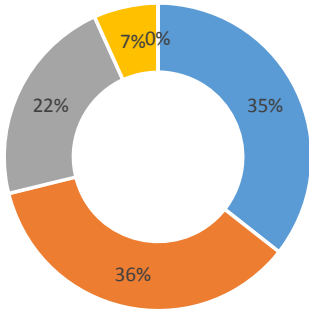
Yes	56
No	5

How satisfied are you with the Chamber's efforts to promote businesses in Oconomowoc?



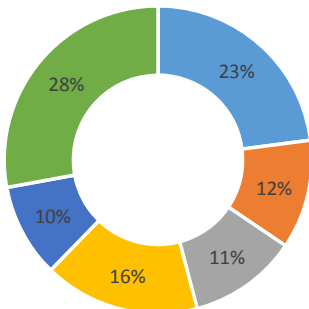
Very Satisfied	22
Satisfied	18
Neutral	16
Dissatisfied	2
Very Dissatisfied	1

How satisfied are you with the number of business events run by the Chamber?



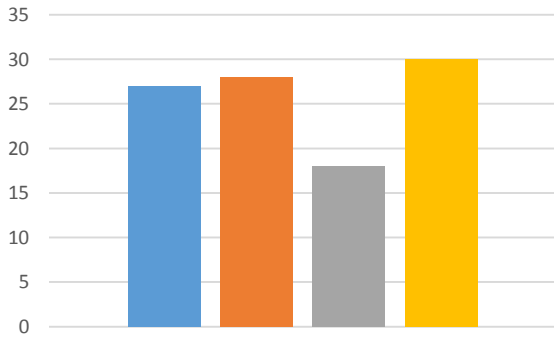
Very Satisfied	21
Satisfied	21
Neutral	13
Dissatisfied	4
Very Dissatisfied	0

How many business events have you/your business participated in over the last year?



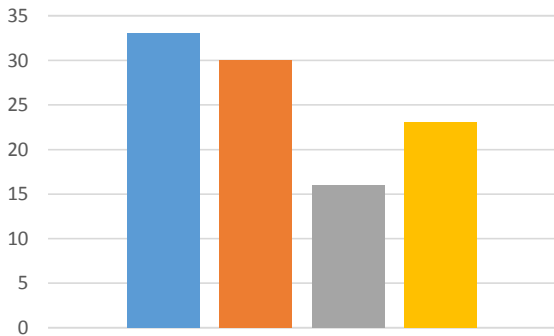
No Events	14
1 Events	7
2 Events	7
3 Events	10
4 Events	6
5+ Events	17

What events have you participated in?



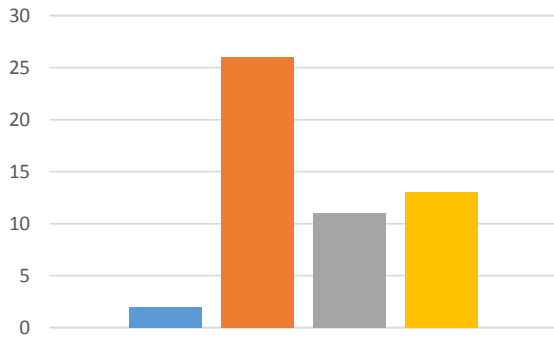
After Hours Networking	27
Educational Breakfast	28
Lunch n Learn	18
Other	30

What is the best time of day for you to be able to attend events?



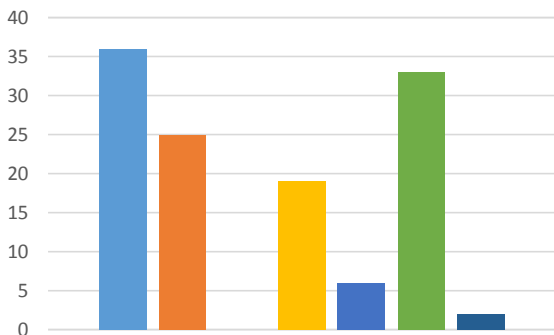
Early Morning	33
Lunch Time	30
Afternoon	16
Evening	23

If you do not take part in chamber events, what is preventing you from doing so? (Check all that apply)



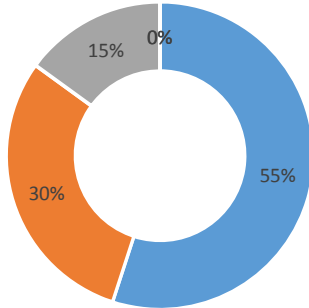
Fees	2
Not Enough Time	26
Wrong Time Of Day	11
Wrong Topic	13

What is the primary benefit you/your business receive from membership?



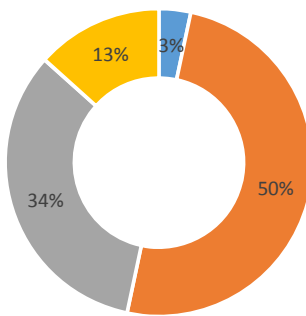
Networking/relationship building	36
Business Promotion	25
Employee Reward	0
Information Sharing	19
Social Accountability	6
Community Engagement	33
Other	2

How satisfied are you with the Chamber staff?



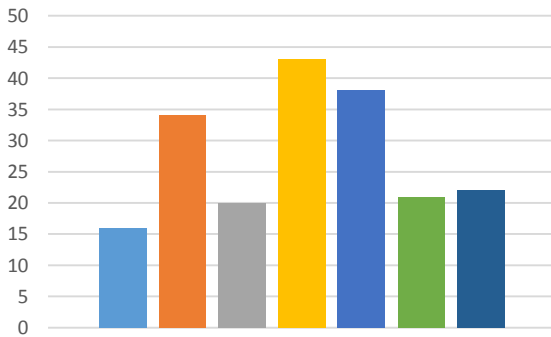
Very Satisfied	33
Satisfied	18
Neutral	9
Dissatisfied	0
Very Dissatisfied	0

How valuable do you find the chamber of commerce website?



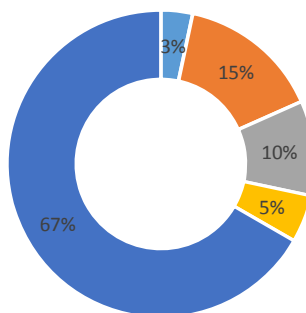
Not Valuable	2
Somewhat Valuable	30
Valuable	20
Very Valuable	8

Why are you a member of the Chamber?



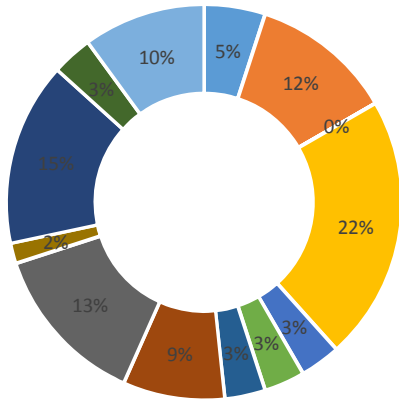
Website Listing	16
Networking	34
Professional Development	20
Business Promotion	43
Support the Chamber	38
Chamber Events	21
Social Responsibility	22

How long has your company been in business?



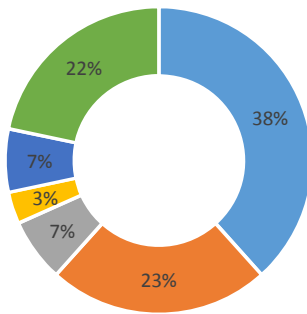
Less than a year	2
1 to 3 Years	9
4-6 Years	6
7-10 Years	3
10 Years+	40

How would you describe your business?



Manufacturing	3
Retail	7
Wholesale	0
Service	13
Trade	2
Hotel/Motel	2
Restaurant	2
Financial	5
Health	8
Real Estate	1
Professional	9
Government/Education	2
Other	6

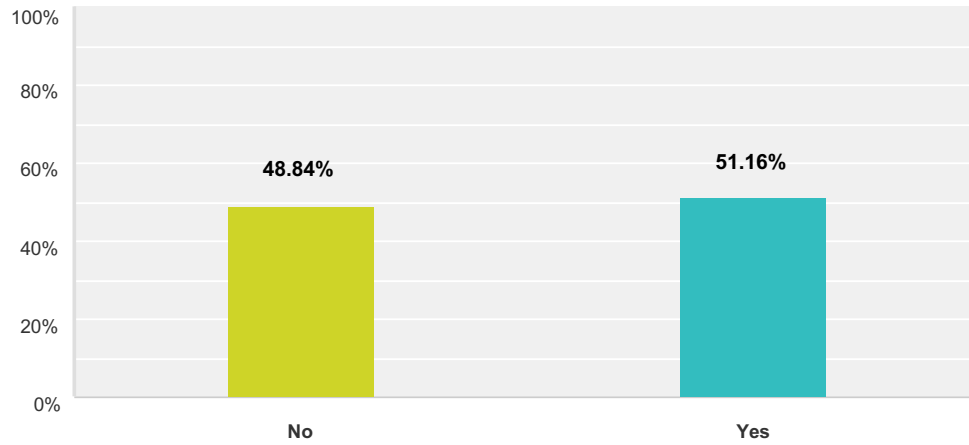
How many employees are in your company?



1 to 3	23
4 to 7	14
8 to 12	4
13 to 20	2
21 to 50	4
50+	13

Q1 Do you accept Oconomowoc Chamber of Commerce Gift Certificates at your business or for your service? If no, please indicate why in the Comment Box below.

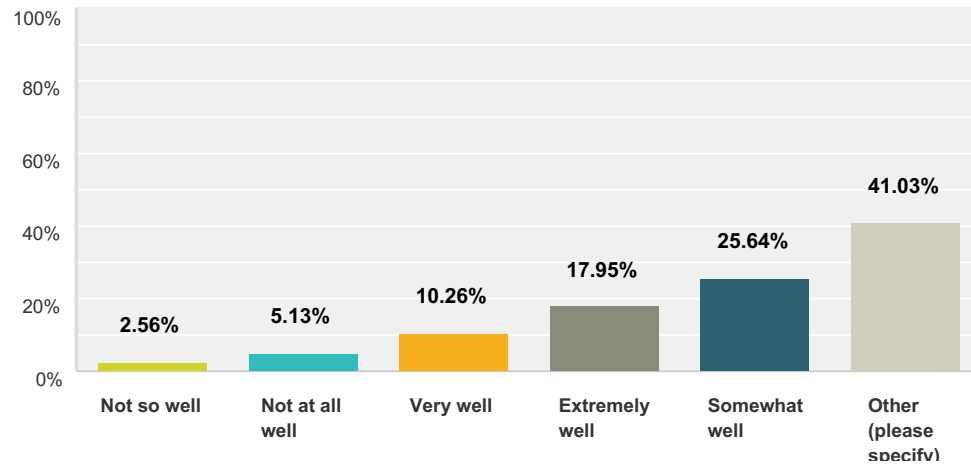
Answered: 43 Skipped: 4



Answer Choices	Responses	
No	48.84%	21
Yes	51.16%	22
Total Respondents: 43		

Q2 How well does the Chamber Gift Certificate Program meet your business needs?

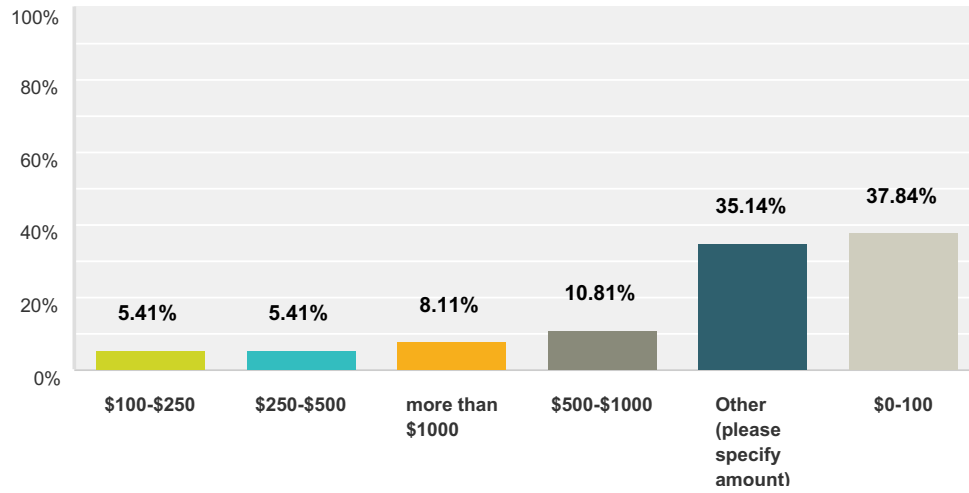
Answered: 39 Skipped: 8



Answer Choices	Responses
Not so well	2.56% 1
Not at all well	5.13% 2
Very well	10.26% 4
Extremely well	17.95% 7
Somewhat well	25.64% 10
Other (please specify)	41.03% 16
Total Respondents: 39	

Q3 If you accept Gift Certificates, what is the approximate TOTAL amount of gift certificates accepted in a typical year at your business?

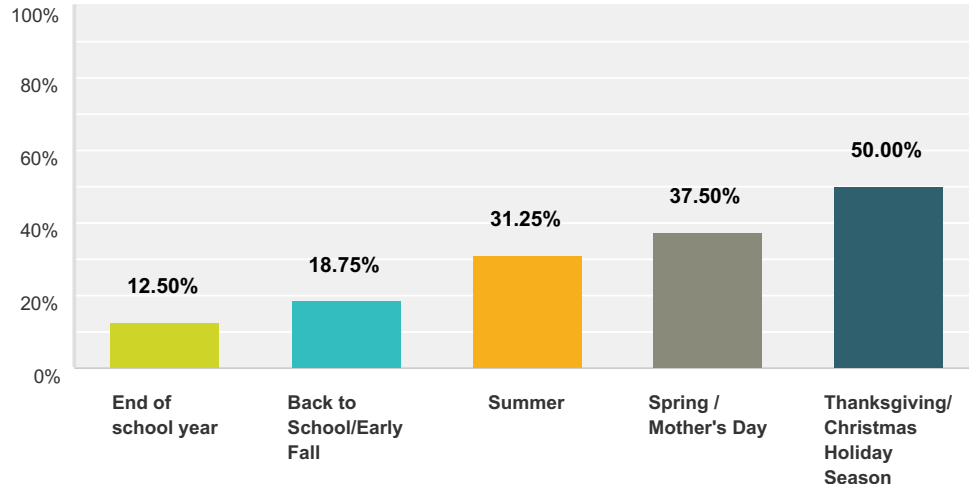
Answered: 37 Skipped: 10



Answer Choices	Responses
\$100-\$250	5.41% 2
\$250-\$500	5.41% 2
more than \$1000	8.11% 3
\$500-\$1000	10.81% 4
Other (please specify amount)	35.14% 13
\$0-100	37.84% 14
Total Respondents: 37	

Q4 When thinking about sales during the calendar year, when do you typically see the most gift certificates being redeemed at your business?

Answered: 16 Skipped: 31



Answer Choices	Responses
End of school year	12.50% 2
Back to School/Early Fall	18.75% 3
Summer	31.25% 5
Spring / Mother's Day	37.50% 6
Thanksgiving/Christmas Holiday Season	50.00% 8
Total Respondents: 16	

Q5 In your opinion, how aware are consumers of the Chamber's Gift Certificate Program?

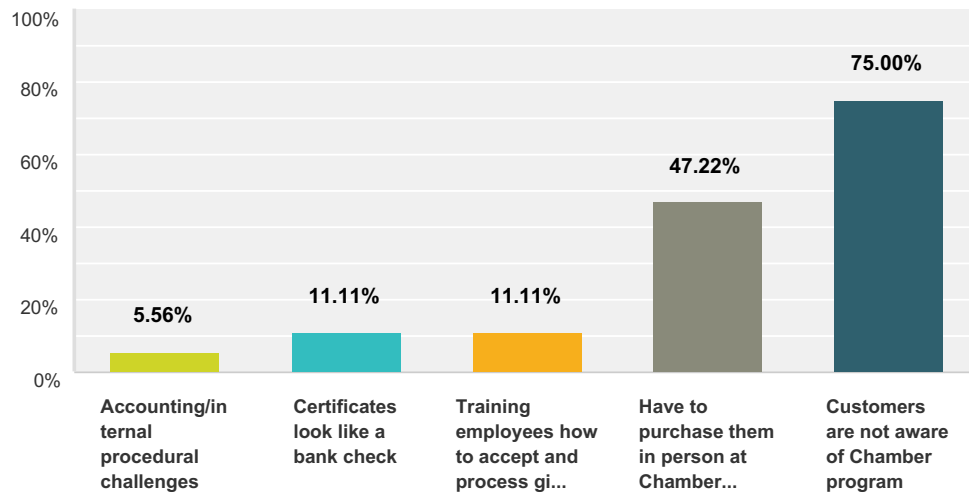
Answered: 39 Skipped: 8

	Not aware at all (1)	(no label) (2)	(no label) (3)	(no label) (4)	Highly aware/active (5)	Total	Weighted Average
★	38.46% 15	25.64% 10	28.21% 11	7.69% 3	0.00% 0	39	2.05

Basic Statistics				
Minimum 1.00	Maximum 4.00	Median 2.00	Mean 2.05	Standard Deviation 0.99

Q6 What barriers exist for selling and accepting Chamber Gift Certificates?

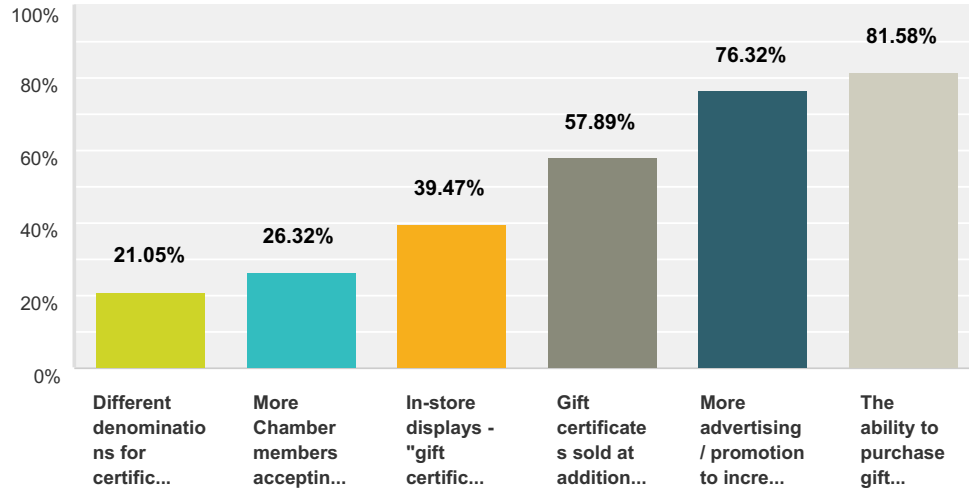
Answered: 36 Skipped: 11



Answer Choices	Responses
Accounting/internal procedural challenges	5.56% 2
Certificates look like a bank check	11.11% 4
Training employees how to accept and process gift certificates in store	11.11% 4
Have to purchase them in person at Chamber office	47.22% 17
Customers are not aware of Chamber program	75.00% 27
Total Respondents: 36	

Q7 When thinking about your business or service, what factors would help the Gift Certificate program expand?

Answered: 38 Skipped: 9



Answer Choices	Responses
Different denominations for certificates	21.05% 8
More Chamber members accepting gift certificates	26.32% 10
In-store displays - "gift certificates sold here"	39.47% 15
Gift certificates sold at additional locations (such as banks or grocery stores)	57.89% 22
More advertising/ promotion to increase consumer awareness	76.32% 29
The ability to purchase gift certificates online	81.58% 31
Total Respondents: 38	

**Q8 In your opinion, what is the most
important thing the Chamber could do to
improve the Gift Certificate program?**

Answered: 24 Skipped: 23

Q8 In your opinion, what is the most important thing the Chamber could do to improve the Gift Certificate program?

Answered: 24 Skipped: 23

#	Responses	Date
1	Make it more visible	3/30/2017 1:29 PM
2	Increase public awareness	3/28/2017 10:41 PM
3	Emphasize the names of businesses where they can be used prior to gift giving times... Valentine's Day, Easter, Mother's Day, etc.	3/28/2017 3:24 PM
4	Offer them in a \$10 denomination as well as \$25 or go to a gift card type program where you can load whatever amount you wanted on the card.	3/28/2017 1:06 PM
5	Keep it simple	3/28/2017 12:35 PM
6	Bring more awareness to them	3/28/2017 12:13 PM
7	Tell everyone it is the perfect gift!	3/28/2017 8:39 AM
8	More awareness and education about the program	3/27/2017 11:50 AM
9	Make consumers more aware of its existence	3/26/2017 6:22 PM
10	Continue the PR. They make great gifts!	3/24/2017 10:40 PM
11	Provide more information to the businesses and the community.	3/23/2017 11:43 PM
12	Have the community be more aware that they are available. I think they are such a great thing but we rarely see any come through or people talking about them.	3/23/2017 11:01 PM
13	educate businesses the public about the opportunities	3/23/2017 9:29 PM
14	Make the program more known in the community.	3/23/2017 6:10 PM
15	All of the things listed in Number Seven	3/23/2017 5:26 PM
16	Educate Chamber members and increase consumer awareness	3/23/2017 4:58 PM
17	Increase awareness.	3/23/2017 4:24 PM
18	Make it easy, build awareness.	3/23/2017 4:20 PM
19	Get the message out to the consumer. Advertise in the paper, chamber member businesses, and bigger display on your website	3/23/2017 3:45 PM
20	Publicize it more	3/23/2017 3:14 PM
21	In store signs or sold here signs	3/23/2017 3:04 PM
22	Create packaging to accompany the gift certificate.	3/23/2017 2:47 PM
23	Make them easier to purchase. Thank you!	3/23/2017 2:40 PM
24	This really does not apply to me.	3/23/2017 2:38 PM