



Chamber Member Email Communications Guide

The following is a comprehensive guide to understanding Chamber member email communications including types, schedules, advertising opportunities, submission guidelines, and more.

There are three main types of Chamber member email communication. Each has a different focus and goal for member engagement and sharing of relevant information.

Chamber Connection

Chamber Connection is the bi-monthly newsletter focusing on upcoming events and announcements hosted by the Chamber. Additionally, the Chamber Connection focuses on sharing relevant committee/group updates and articles to help members learn more about areas such as marketing, time management, customer service, technology, and hiring.

FAST FACTS

Date(s) Distributed: 1st and 3rd Thursday of every month

Focus: Chamber-hosted events, groups, and relevant articles

Why Chamber Connection is Relevant to You: Chamber Connection is your resource to learn more about your benefits, events to attend, and ideas for helping your business or organization grow and flourish.

Member to Member

Member to Member is a bi-monthly email update focusing on member events, promotions, and accolades. With sections dubbed Community Events and Business Briefs as well as space for advertisements, this is your opportunity to showcase your organization to other member professionals and promote your offerings.

FAST FACTS

Date(s) Distributed: The 2nd and 4th Tuesday of every month

Focus: Chamber member events, updates, accolades, and promotions

Why Member to Member is Relevant to You: Member to Member offers advertising opportunities at low or no cost to you. This communication also allows you to stay up-to-date with other members offerings to better connect and network with the professional community in the River Falls area.

Chamber Check-In

Chamber Check-In is a bi-monthly email update focusing on a particular Chamber announcement, event, or offering. Chamber Check-In subjects could include Annual Awards and Recognition Banquet Voting, Membership Surveys, etc.

FAST FACTS

Date(s) Distributed: The 2nd and 4th Thursday of every month

Focus: Chamber events, announcements, or offerings

Why Chamber Check-In is Relevant to You: Chamber Check-In is a way to make sure that you don't miss out on registering for an event, updating your database information, or participating in membership activities.



Member to Member: Featured Sections

In Member to Member, there are a variety of options for members to showcase their business or organization at low or no cost. Sections include:

Advertising

Paid (or complimentary depending on your membership dues tier) opportunities to include a graphic and URL of your choosing.

Community Events

Free opportunity to promote your upcoming events (i.e. open houses, fundraisers, workshops). Events are added based on postings to the Chamber online event calendar. To be considered, your event must be added to the online calendar by members via the Member Information Center (MIC). If you do not recall or have not received login credentials for the MIC, contact the Chamber staff at info@rfchamber.com. Submissions must be posted two days prior to the publication date noted in the Dates/Deadlines section.

Business Briefs

Free opportunity to promote an aspect of your business or organization, similar to a press release. Business Briefs should be 150 words or less (not including contact information) and include your business or organization name and contact information. Business Briefs should be submitted to info@rfchamber.com two days prior to the publication date noted in the Dates/Deadlines section for consideration.

Job Postings

Free opportunity to promote job opportunities at your business or organization. Similar to the Community Events, these postings must be submitted by members via the MIC. Submissions must be posted two days prior to the publication date noted in the Dates/Deadlines section.

Advertising Opportunities

Advertising opportunities are available for the Member to Member email communication. Advertisements are secured on a "first come, first served" basis with preference to Leader, Partner, and Supporter tier members as a member benefit. Placements are finalized by 12:00p the Friday prior. To secure and submit your advertisement, contact the Chamber staff at info@rfchamber.com.

How do I sign up to receive these emails?

To receive these emails, you will need to be added as a representative for your business/organization in the Member Information Center (MIC). Contact the Chamber office at (715) 425-2533 or email info@rfchamber.com if you do not have access to or login information for the MIC.

Questions? Contact the Chamber staff at info@rfchamber.com or (715) 425-2533.

DATES/DEADLINES

Email Communication	Deadline to Submit	Publication Date
Chamber Connection	Not Applicable	1st and 3rd Thursday of every month
Member to Member	By 12:00p the Friday prior	2nd and 4th Tuesday of every month
Chamber Check-In	Not Applicable	2nd and 4th Thursday of every month

ADVERTISING

Chamber Connection

1000 x 300 pixels
High resolution
JPEG, GIF, or PNG files

Banner advertisement is placed at the top of the Chamber Connection page. This advertising opportunity is only available to Leader tier members as a member benefit at no additional cost.

Member to Member

500 x 500 pixels
High resolution
JPEG, GIF, or PNG files

These opportunities are available at the indicated cost in Member to Member. Partner and Supporter members may apply complimentary advertising allowances to this email communication. Pricing for advertisements is based on placement.

Placement

Top
Middle
Bottom

Cost

\$75
\$50
\$25