



**WHO DO I CONTACT FOR MY COMMUNICATIONS AND MARKETING NEEDS?**



**MEGAN BIDDIX**  
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**WHAT IS MEMBERSHIP MONDAY?**

**Membership Monday is our weekly member-to-member newsletter.** Email our Content Manager, Emma Faulkner at [emma@boonechamber.com](mailto:emma@boonechamber.com) to get on the schedule 1-2 weeks before your desired Monday. Please include about 500 characters of text, 1 graphic (square or flyer dimensions work best), and 1-3 external links. **With your Chamber Membership, you are allotted one feature in Membership Monday per quarter.**

**MEMBERSHIP MONDAY EXAMPLE**

**WHAT'S A STANDALONE EMAIL?**

Standalone Emails can be used as an opportunity to introduce your business to the Chamber community or advertise a specific sale or event. These cost \$100 per email advertisement, or \$75 for non-profits. **New members, your first Standalone Email is free within your first year of membership.** Members at the Advocate level and higher receive multiple Standalone Emails as part of their benefits. To schedule a Standalone Email, reach out to Director of Communications and Marketing, Megan Mason, at [megan@boonechamber.com](mailto:megan@boonechamber.com).

**STANDALONE EXAMPLE**





## BEST PRACTICES

### Use these helpful guidelines.

#### Membership Monday:

- 500 character text limit (We can work with you to shorten your text if it exceeds this limit.)
- 1 square or flyer image
- 1-2 link(s) to website(s)

#### Standalone Email:

- 3,000 character text limit
- Up to 5 graphics/images
  - If using one image to fill out the newsletter we recommend 1200x1600 pixels.
- Up to 5 links to website(s)
- We can design the layout of this, or you can send over a 1200x1600 px PDF.

### Use Membership Monday to make the most of your membership.

Your business is allotted **one Membership Monday feature per quarter**, that is four times a year, starting on your anniversary date! Membership Monday is **at no additional cost! It is included in your annual member dues.**

- Q1: January 1-March 31
- Q2: April 1-June 30
- Q3: July 1-September 30
- Q4: October 1-December 31

### Please give us notice.

We ask that you email us your Membership Monday content by **4:30 PM the Friday before the desired date.**

We ask that you email us your Standalone Email content **at least 5 business days before your preferred email date.**

This assures our staff has enough time to enter, edit, and schedule your email!

If you email us on a shorter notice, we may be unable to get your content out.

### Is there another way I can get my information out?

We would be more than happy to share your business' existing **social media** post. Just tag us on your platforms and use the hashtag **#bizinboone!** You can also reach out to Content Manager, Emma Faulkner, at [emma@boonechamber.com](mailto:emma@boonechamber.com) to make sure your post is seen.

We also host a weekly podcast, **Mind Your Business**, and are always looking for new guests and topics! Contact President/CEO, **David Jackson**, for inquiries.





# Know Your Neighbor

The Know Your Neighbor campaign puts your business in the spotlight. This benefit is available to members at the **Visibility level and higher**. It gives you the chance to tell your story so that community members near and far can learn more about what you have to offer. Please choose **one** of two the options below, and email Megan Biddix, Director of Communications & Marketing, at [megan@boonechamber.com](mailto:megan@boonechamber.com) to let her know how you would like to proceed.

**Thank you for your support and investment in the Boone Area Chamber of Commerce.  
We are excited to put your business in the spotlight!**

## **OPTION #1: NEWS SPOTLIGHT**

### **Why should I choose this option?**

This option is designed to spotlight breaking news such as a new hire, collaboration with another local business, or a recent award/grant.

### **What's included:**

- Blog article on website
- Chamber Report mention
- Social media post
  - All 3 platforms: Instagram, Facebook, LinkedIn
  - Collaboration post
  - Link back to blog article and your business

## **OPTION #2: PROMOTIONAL SPOTLIGHT**

### **Why should I choose this option?**

This option is designed to spotlight an upcoming event or fundraiser, products, specials, discounts, or services.

### **What's included:**

- Blog article on website
- Membership Monday mention
- Social media post
  - All 3 platforms: Instagram, Facebook, LinkedIn
  - Collaboration post
  - Link back to blog article and your business

## **PLEASE SEND US:**

- A press release and/or a few paragraphs about what you want to spotlight
- 1-3 relevant photos or graphics