



## **Campaign Instruction Guide**

### **Thank You!**

The Columbia Chamber of Commerce is grateful for your support of the **“It’s Your Business”** campaign. The campaign is the Chamber’s effort to communicate the benefits of, and highlight the sources that supply, a healthy economy in our community. We ask that you share these tools with others within your organization. The success of this campaign relies on support from all members of the community.

### **Show Your Support**

There are numerous ways in which you can participate in the campaign and show your support for this awareness-raising effort:

**Window Clings:** You can pick up your **“It’s Your Business”** logo window cling at the Chamber of Commerce office or at any Chamber event. Proudly display your window cling in a front window of your business.

**Feature Profile:** As part of the campaign, the Chamber will include profiles of local business owners and community members and their view of what attributes of their community are important to them. Included may be their story of business growth, or simply their perspective on what a vibrant, healthy community means to them. You can show your support of the campaign by sharing your story!

**Logo/Audio Tags:** We have provided you with two versions of the campaign logo for your use: a black/white and four-color version, both in .jpg and .eps format. We encourage you to incorporate the **“It’s Your Business”** logo in your print advertisements and direct mailings as a show of support for the campaign.

In addition to including the **“It’s Your Business”** logo in your printed advertising, the Chamber has worked with our media partners to produce a five-second audio “tag” of the phrase *“Proud supporter of the Columbia Chamber of Commerce It’s Your Business campaign.”* This audio tag can be added at the end of your radio ads and can also be used in conjunction with the campaign logo at the end of your television commercials to show your support for the campaign.

**PowerPoint:** We have developed a PowerPoint presentation that explains the goals and objectives of the **“It’s Your Business”** campaign for you to share with staff members to educate and encourage support of the campaign.

**Web Site Link and Banner Ad:** We have also developed two “interactive” components that are available for use on your company’s Web site. If you would like to provide a link on your Web site to the **“It’s Your Business”** informational Web page ([www.ColumbiaMoChamber.com/iyb](http://www.ColumbiaMoChamber.com/iyb)), instructions for doing so are available on that site. Also available for placement on your company’s site is a **“It’s Your Business”** Web site banner ad promoting the campaign. This banner ad will make a great addition to your site and is a wonderful way to show your support for the campaign.

Thank you again for your support of the **“It’s Your Business”** campaign. Through your endorsement and participation of these efforts, you are clearly communicating that you personally and corporately value a strong, economically healthy community. One that is rooted in a commitment to the economic growth needed to provide for the quality of life that we all value.

If you have any questions regarding participation in the campaign or if you have additional great ideas on how it can be promoted in our community, please contact Emily Poore at 874-1132 or [epoore@ColumbiaMoChamber.com](mailto:epoore@ColumbiaMoChamber.com).