

OAKLAND

CHAMBER *of* COMMERCE

Dear Chamber Member,

Thank you for taking the time to chat with us and giving us the opportunity to update your information. We strive to help our members get the most out of their investment in the Chamber. To summarize, this email contains an overview of what the Chamber has to offer and how you can get the most from your membership. There is a lot of information included below, but we encourage you to reach out with any additional questions you may have. Our Chamber team welcomes the opportunity to set up an in-person or virtual meeting with you to offer a more in-depth discussion of our services.

MARKETING & COMMUNICATIONS:

Immediately after you join, we will announce your business as our newest member via a New Member Monday eblast to the 7,000 contacts in our network. Our email network includes business and community leaders and affiliated partners. Your Company will be listed year-round in the online Member Directory and gain access to our online platform, which allows you to contact fellow Chamber members directly. Your business has the opportunity to be promoted in the Chamber's Weekly Community Bulletin, on an ongoing basis – space permitting – featuring Events and News from our Members. The Chamber sends out three regularly scheduled email blasts each week to inform and engage members. They include:

Chamber Events: Keeps members up to date on the numerous programs and activities produced and/or sponsored by the Chamber.

OCC Community Bulletin: Provides an overview of member and community-submitted events, activities, and causes.

Chamber in Focus: A deep-dive on the Chamber, Oakland, and the many public policy and economic development trends impacting members.

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SOCIAL MEDIA:

The Chamber has multiple social media channels with which to engage both members and non-members. The various social channels provide members with extended communications touch points for messaging to their audiences. Upon joining the Chamber, we will announce your business as a new member on the Chamber's social media platforms. The Chamber social media accounts promote Chamber programming, our members and City/Community news/events. Members are encouraged to contact the Communications staff, to share content to be featured on Facebook, Instagram, and LinkedIn. We will also share relevant information and events to our partner organizations extending engagement and reach.

EVENTS & COMMUNITY ENGAGEMENT:

The Chamber's mission is to bring together multiple voices and experiences with the collective goal of making Oakland and the East Bay a great place for businesses, visitors, and residents alike. The Chamber creates, curates, and produces many events designed to connect the diversity and interests of our local and small business partners. From securing tomorrow's workforce to shaping tomorrow's leaders, Chamber programming offers engaging and educational experiences that prepare our workforce, educates our leaders, and supports our social safety net. Members are welcome to attend the Chamber's monthly and annual opportunities for connection, including events, forums, and roundtables. Members will also receive discounted pricing for programming and special events, as well as the opportunity to sponsor and host, too. Keep up to date on the opportunities for these meaningful convenings via the weekly "Chamber Events" e-blast or visit the Chamber's Online Events Calendar.

Small businesses are encouraged to join the Small Business Council and attend monthly meetings to connect with other small businesses in Oakland, share best practices and learn about important resources and programs available to support and grow a business. You are also invited to join any Chamber Committee and attend any Chamber events to develop partnerships with Chamber members and work together on important topics and initiatives. A full list of our committees can be found [here](#).

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PUBLIC POLICY:

The Chamber's Public Policy staff advocates at City Hall for our Members in relevant policy areas, including setting meetings with staff and elected officials. Our staff also provides testimony and develops policy and legislation in support of the business community. Members will receive updates on important issues going through Council and coordinates public policy events on issues with Oakland elected officials and staff.

Warm regards,

Oakland Chamber Leadership Team
Membership Services Department
Oakland Metropolitan Chamber of Commerce
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