

Shop **LOCAL** • Eat **LOCAL**
Spend **LOCAL** • Enjoy **LOCAL**

This holiday season, GreaterOlean Area Chamber of Commerce would like to offer YOU, our Chamber members, the opportunity to list holiday specials in three email blasts that are targeted to our members.

We want you to consider these emails as an additional tool to your normal promotional ads that you do with our member television, newspapers and radio stations.

Ideas that you may want to consider promoting via the email blasts include:

- Host an open house possibly targeting the first hour just for GOACC members
- Give your product or service discounts some added holiday magic and do something extra special just for Chamber members.
- Feature product/services through these e-blasts

GOACC will schedule the three special e-blasts:

Black Friday
Small Business Saturday
Giving Tuesday

Monday, November 21st – Consider Black Friday and Small Business Saturday specials and remember to do something special if they mention they are GOACC members – FREE gift wrapping, additional discounts, etc.

Giving Tuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving. Giving Tuesday is November 29, 2016. If you have online donation capabilities, please send us this information.

Holiday Freebies
Special Sales - Members Only

Monday December 5th – This e-blast would like to showcase a holiday freebie or special sale just for members.

You can highlight if they buy product A, they will receive product B FREE or if customers/ members buy two items, get one free.

Monday, December 19th – Last minute deals /

Member Appreciation – Open an hour earlier or stay open an hour later and offer free cookies or other treats for members; have a red tag sale showcasing great incentives if they buy from your store this week.



If you are interested in participating, please fill out below and turn it in by the deadlines listed. This is a free incentive as you are a Chamber member. WE appreciate your membership.

November 21st E-Blast

Black Friday • Small Business Saturday • Giving Tuesday

Please fill in this section if interested in this e-blast. **You will need to hit reply BEFORE you start filling in this section.**

- **NOVEMBER 21st E-BLAST** (deadline to participate Nov 17th)
- Company Name:
- Address:
- Store hours for Black Friday, November 25th:
- Store hours for Small Saturday, November 26th:
- Please list your special for your product/service for either or both of these days.
- Is this special more or similar to what you may offer the general public? No problem if it is the same, we just want to stress if it is a member enhanced offer.
- Also, please let us know if you wish Chamber members to present their member card or the Black Friday e-blast if need be.
- WEBSITE for your organization's online GIVING TUESDAY donations:

December 5th E-Blast

Holiday Freebies • Special Sales - Members Only

Please fill in this section if interested in this e-blast. **You will need to hit reply BEFORE**

you start filling in this section.

- **DECEMBER 5th E-BLAST** (deadline to participate December 1st)
- CompanyName:
- Address:
- Whattime frame would you like your special to occur between
Please run fromDecember 5 to _____
- Storehours for the time frame above: _____
- Pleas elist your special for your product/service for the time frame.
- Is this special more or similar to what you may offer the general public? No problem if it is the same, we just want to stress if it is a member enhanced offer.
- Also, please let us know if you wish Chamber members to present their member card or the Holiday e-blast if need be.

December 19th E-Blast

Last Minute Deals

Please fill in this section if interested in this e-blast. You will need to hit reply BEFORE you start filling in this section.

- **DECEMBER 19th E-BLAST** (deadline to participate December 15th)
- Company Name:
- Address:
- What time frame would you like your special to occur between
Please run fromDecember 19 to _____
- Storehours for the time frame above: _____
- Pleas elist your last minute deal or customer appreciation special for yourproduct/service for the time frame.
- Is this deal more or similar to what you may offer the general public? No problem if it is the same, we just want to stress if it is a member enhanced offer.
- Also, please let us know if you wish Chamber members to present their member card or the Last minute e-blast if need be.

Once you sign up, we will fax or email you the e-blast for you to review your specials / deal.

Also, we encourage you to continue with your normal holiday promotion with our member radio stations or newspapers. This promotion above will only be sent to our Chamber members through their emails.

Questions? Please let us know if you will be turning in information on the specials and we will follow up as we get closer or remind you to get the information in to us!

Thank you!

Greater Olean Area Chamber of Commerce
716-372-4433

STAY CONNECTED



Greater Olean Area Chamber Commerce | 301 North Union Street, Olean, NY 14760

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