Community Impact Day – Implementation

An Invitation from our President & CEO, Jodi Owczarski

At the West Coast Chamber, we've always believed that collaboration is the key to expanding our impact. We work hard each day to lift each other up and make our communities stronger. That was one of the reasons why we started Community Impact Day, a Chamber led day of service that began with our 25-person Leadership Program and grew to over 3,800 volunteers statewide in 2025.

Seeing this day come to life has been amazing. Nonprofits saved valuable time and resources, volunteers found purpose and connection, and communities felt the ripple effect. What started small has become something so much bigger than us, and now we're inviting you to be part of it too.

The magic happens because we all do it on the same day. Imagine Chambers everywhere serving side by side, all at once. It creates a buzz, shows our collective strength, and reminds people of the power of our network when we come together.

Community Impact Day is open to everyone in your community. Volunteers and project hosts alike don't have to be Chamber members. That flexibility creates space for greater collaboration, broader community reach, and even stronger cross-sector partnerships.

We've also structured the day with your members in mind, hosting Community Impact Day on a weekday afternoon to align with the schedules of busy professionals. Volunteers can leave the office after lunch, roll up their sleeves for a few hours, and be part of something bigger without having to give up an entire workday or weekend. And the heavy lifting is done for you. We'll provide you with a full toolkit including detailed planning timelines, nonprofit outreach templates, sponsor decks, branded materials, volunteer forms, and t-shirt design. You'll also have access to monthly support from our team.

Picture all of us, across the country, working together on the same day to lift up our communities. It's going to be extraordinary, and I'd be thrilled to have you with us.

Let's make it happen—together!



Jodi Owczarski
President & CEO
Michigan West Coast Chamber of Commerce

Have questions about the Community Impact Day program? Email Program Manager, Hannah Bowen, at hannah@westcoastchamber.org

Program Description

A Chamber-Led Day of Service That Moves the Needle
Created by the Michigan West Coast Chamber of Commerce, Community Impact Day is a high-energy, high-impact volunteer initiative now ready for Chambers across the country to make their own.

This scalable program unites businesses, nonprofits, and public partners for a **single, shared day of service.** Volunteers complete essential projects — from care kits to trail cleanups — that stretch resources, increase visibility, and strengthen community ties. But it's not just about service — it's about strategy. Community Impact Day drives member engagement, sparks collaboration, and reinforces the Chamber's role as a civic leader.

The model is ready to plug and play, with tools, timelines, outreach, branding, and volunteer communication — whether you start with 25 people or 2,500. **And the best part? We all do it on the same day.** That shared national date amplifies visibility and collective impact, creating one powerful moment of good. The format is **designed for professionals (i.e. your members!)**, taking place on a weekday afternoon so volunteers can participate without giving up a full workday. **Participation is open to all** — project hosts don't need to be members, and anyone can volunteer – whether your 2 or 92, you can make an impact. That flexibility expands your reach and strengthens your community. Join us in leading a movement that's **scalable, inclusive, and built to last** — one Chamber, one community, one day of service at a time.

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Program Management Timeline

Acronyms Used Throughout:

- CID: Community Impact Day
- Vols: Volunteers signed up to serve
- Vol Hosts: Municipalities, Nonprofits who submit projects to be completed by our volunteers

Monthly Timeline

7 Months Out - November: *Planning Kickoff*

- Launch "Save the Date" interest form on your CID webpage — begin collecting emails from those who want early access to volunteer sign-ups.
- Begin sponsor outreach with early pitch decks and partnership ideas.
- If you just completed a CID, debrief and document what worked well — and what could be improved.

6 Months Out - December: Volunteer Host Recruitment Begins

- Open Vol Host project submissions — add projects to your sign-up form as they come in (this will save you hours later).
- Launch a social media campaign promoting each Vol Host (individually or by category).
- Send personal invites to last year's Vol Hosts: encourage them to "dream up their Wishlist" and block their calendars.

5 Months Out - January: *Leadership Recruitment*

- Recruit Chamber champions to lead key volunteer sites (Board members, Ambassadors, Leadership program participants, Sponsors).
    - Each lead is asked to recruit 10+ volunteers and support on-site morale.
    - Aim to place a designated lead at each Chamber-member location.

4 Months Out - February: *Exclusive Early Access*

- Offer early project sign-up access to sponsors and key volunteer groups:
    - Presenting Sponsor gets first choice for 1 week.
    - Other sponsor tiers get exclusive access for 3 days.
    - Next, release to groups pledging large vol numbers and those on the "Save the Date" list.
    - Final step: promote public sign-ups through your newsletter, social channels, and website.

~3 Months Out – Mid-February: Celebration & Legislator Engagement

- Begin planning your post-volunteering celebration (optional but powerful for building connection).
    - Invite sponsors to host display tables.
    - Secure in-kind donations or sponsor support for food, drinks, games, etc.
- Invite local and state legislators to volunteer at project sites in their districts.

~2 Months Out - March: Media & Volunteer Gap Filling

- Distribute media advisories and pitch stories to press outlets.
- Confirm volunteer coverage for all Vol Host projects (aim for 4+ per site, depending on scope).
    - If coverage is low, send targeted outreach to Chamber members nearest that project location — "volunteer around the corner" usually works!

1 Month Out - April: *Final Logistics*

- Free t-shirt deadline for volunteers — place order with printer (add extras by size for late signups).
- Send CID signage to Vol Host locations.
- Conduct 1-month check-ins with all Vol Host contacts to confirm details.

Month Of Program – May: *Final Prep*

- Send final communications:
    - Reminder emails to Vol Hosts
    - Tips and FAQs for Vols
    - T-shirt pick-up instructions – easiest for them to come to your Chamber Office for pickup
- Confirm day-of Vols and final logistics by connecting Vols & Hosts together.

Day Of Program - 2nd Wednesday of May: *Execution*

- Volunteer shift: 1:00–4:00 PM
- Celebration party: 4:00–6:00 PM
- Chamber President/ED/CEO, city mayors, media, and key partners visit sites as part of the official CID tour — thank volunteers and capture content.

Post Program – Within 1-2 Weeks: *Storytelling & Impact*

- Send surveys to Vols and Vol Hosts.
- Collect photos, videos, and testimonials from the day.
- Create a recap video, Facebook album, or Instagram reel.
- Tell the story: feature the impact in your newsletters, magazine, and social posts.
- Most importantly, compile your CID Impact Report (data, photos, testimonials) to share with:
    - Membership Base
    - Sponsors
    - Board Members
    - Your Full Community
    - Local Media

Common FAQs

- Starting a CID Program FAQs
- Nonprofits / Hosting Projects & Volunteers FAQs
- Businesses / Community Members Volunteering FAQs

Jumping In Mid-Timeline?

No worries — our team can help you adapt and accelerate the timeline to fit your local goals and capacity. It's never too late to join the movement and create your own wave of impact.



Figure 1 - 2023 CID Vols celebrate their collective impact at the After Party Celebration.

CID Planning Materials

Program Pages & Forms
Your program pages serve as the digital hubs for Community Impact Day. While no single platform manages every moving piece of CID flawlessly, a combination of tools can get the job done efficiently.

- 2025 CID Program Page
    - This is our main landing page on the Chamber's website (built in GrowthZone). It's where we share program details and link out to active forms for Vols & Hosts.
    - *NOTE: While GrowthZone supports member-facing pages well, it doesn't fully accommodate the complex tracking needs for Vol Host projects and sign-ups. That's why we supplement with external tools.*
- 2025 CID Post-Volunteering Celebration Page
    - This separate landing page tracks RSVPs for the free After Party.
    - *TIP: We recommend keeping After Party RSVPs separate from general volunteer sign-ups. This simplifies headcounts, especially when sponsors cover food, drinks, or entertainment.*
- 2026 CID Save The Date Page
    - We keep a landing page live year-round with key dates and info to maintain momentum and collect early interest from both Vols & Hosts.
- **Forms & Sign-Up Tools (Read more on page 9)**
    - JotForm - Used to collect both project submissions from Vol Hosts and Vol Sign-Ups.
    - Sign Up Genius – Previously used as a sign-up tool. Still a viable option depending on your Chamber's needs and preferences.
- **Key Takeaways For You**
    - Use your Chamber's CRM (like GrowthZone) for public-facing pages and general promotion.
    - Use external tools like JotForm or SignUpGenius for tracking and workflows.
    - Maintain separate forms/pages for volunteering and celebrations to reduce confusion and improve data management.
    - Keep your "Save the Date" page live year-round to drive early engagement.



Figure 2 - 2025 CID Vols help build a brand-new playground at a local Holland, MI park.

Volunteer Hosts Sign-Up Form & Process At-A-Glance
Give project hosts a simple, professional pathway that mirrors the experience you want *volunteers* to have – both are likely Chamber members, and we want them to have an equally remarkable experience.

Action	What Happens	Key Touchpoints & Tools
Call for Project Submissions	Email and social posts invite organizations, municipalities, and nonprofits to "dream up" project ideas. Big or Small, Labor Intensive or Admin Support –we can help with them all!	• JotForm "CID Project Submission" link in every message • Deadline reminder built into the form header
Online Form Submission for Projects	Host completes JotForm with all projects. <u>Required fields capture:</u> • Org & site contact info (usually a Vol Coordinator) • Site address & indoor/outdoor entry points / parking • Project name, description, impact area • Ideal # of volunteers & age/skill requirements • Supplies provided vs. supplies needed • Photo/waiver & safety confirmations	• Form auto-emails a copy to the host and to the Chamber's CID inbox • Zapier (or GrowthZone workflow) tags each project by region and status
Chamber Review & Approval	CID team vets' scope, clarifies questions, and either approves, wait-lists, or declines project submissions.	• Status email sent automatically from JotForm • Approved projects dropped straight into the volunteer sign-up tool
Pre-Program Prep	Hosts receive a "Welcome Packet" with timeline, promo graphics, and an optional orientation call.	• Checklist PDF + calendar invite • Reminder emails the week prior
Day-Of Support	Host greets volunteers, provides necessary supplies and access to drinking water, tracks attendance, and snaps photos.	• Host Day-of Guide (printed or mobile) • Contact Info for Assigned Chamber-Point Person – Hosts will have a designated member from our team to field questions day of
Post-Program Follow-Up	Survey link + thank-you email within 48 hrs; impact report within 2 weeks.	• SurveyMonkey or CRM Survey • PDF Impact Report

CID 2025 – Volunteer Host JotForm [Example]
Vol Hosts complete this form to share the complex details of projects that need CID volunteer support.

Key Features:

- **Event Details**
  Outlines the volunteering date and time, along with After-Party Celebration info.

- **Vol Host Organization Info**
  Collects the organization name, logo, and contacts for both the primary coordinator and the on-site lead for volunteer day – don't forget the T-Shirt Sizes!

- **Category Selection**
  Helps us segment projects by industry for marketing and respond to volunteer preferences.

- **Multiple Project Sites**
  Hosts can submit up to three unique project sites, each with its own address and contact.

- **Volunteer Needs & Project Details**
  Captures key tasks, number of requested volunteers per task, and any needed or provided supplies.

- **Site Logistics**
  Includes questions on things like water availability and sets expectations to ensure a meaningful experience for both hosts and volunteers.

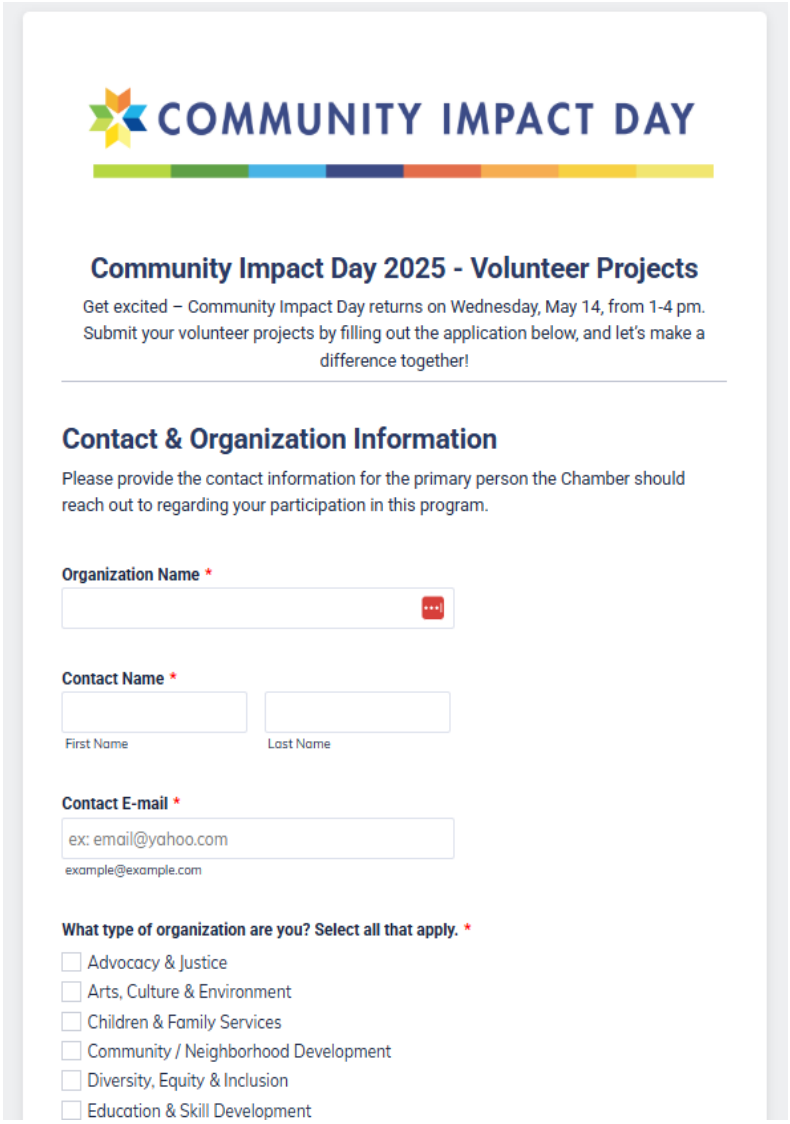


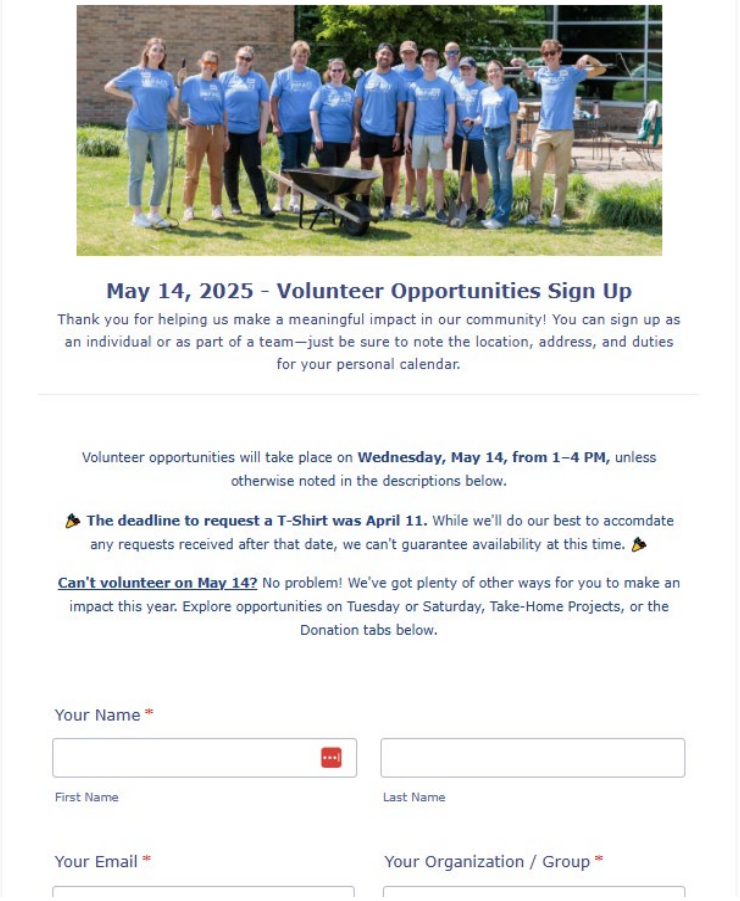


Figure 3 - Logo Bingo featuring all 2025 CID Vol Host Locations.

Volunteer Sign-Up Form & Process At-A-Glance
Give volunteers a clear, welcoming, and well-organized path to participate. Whether they're signing up as individuals or with a team, we want them to have a remarkable experience from start to finish — just like our Volunteer Hosts.

Action	What Happens	Key Touchpoints & Tools
Call for Volunteers	Email, social posts, and newsletter features invite individuals, teams, and businesses to serve. Volunteers can choose a site or sign up as a group.	• JotForm "CID Vol Sign-Up" link in every promo • Save-the-Date list notified first for early access
Volunteer Sign-Up Form	Volunteers complete a user-friendly JotForm that captures key info: • Name, email, organization (if applicable) • Individual or team • T-shirt size & pickup preference • Site/location selection (auto-updated) • Optional: blood drive, take-home projects, etc.	• The greatest JotForm tool perk is that it has real-time slot tracking to prevent overfilling or frustrations during sign ups • Auto-confirmation email with selected site info & instructions
Early Access Staggering	Presenting Sponsors and large volunteer groups receive early sign-up access before the link goes public.	• Sponsor/Group-specific emails with private access links • Public release via newsletter, social, and website
Pre-Program Info	Volunteers receive final reminders about what to bring, where to go, and where to park.	• Reminder email with tips and maps • Calendar invites + T-shirt pickup instructions
Day-Of Experience	Volunteers serve from 1:00–4:00 PM. Each location has a site lead or host contact. Volunteers are thanked with an optional After-Party Celebration from 4:00–6:00 PM.	• Printed or mobile info sheet • Designated Chamber site lead contact • Celebration party RSVP managed separately
Post-Program Follow-Up	Volunteers receive a thank-you email and brief survey within 48 hours. Event photos, recap videos, and impact stats are shared in the following weeks.	• CRM or SurveyMonkey feedback form • Link to Facebook photo album, video recap, and PDF impact report

CID 2025 – Volunteer JotForm [Example]
Volunteers complete this form to select their preferred project site and share the info needed to coordinate their experience.



Key Features:

- **Event Info**
  Confirms volunteering date (May 14), time block (1–4 PM), and After-Party Celebration details.

- **Volunteer Details**
  Captures name, email, company/team name, individual vs. group sign-ups, and t-shirt size(s).

- **Group Option**
  If signing up as a team, volunteers can list names of additional participants or upload a roster.

- **Project Site Selection**
  Lists open volunteer opportunities by region. Volunteers choose their location from real-time availability.

- **Additional Project Options**
  Includes tabs for Blood Drive, Donations, and Take-Home Projects to boost flexibility, inclusivity and participation.

- **Auto Confirmation**
  Submit button triggers a confirmation email with selected location details and event info.

Customize Your Volunteer Sign-Up JotForm

- **Volunteer JotForm TEMPLATE**
- **Template Setup Guide** - step-by-step instructions on updating branding, projects, available spots, and notification emails.

CID 2023 – Volunteer Sign Up Genius [Example]
Another platform we've used for volunteer sign-ups is **SignUpGenius** — a simple, web-based tool that works well for both volunteers and Chambers.



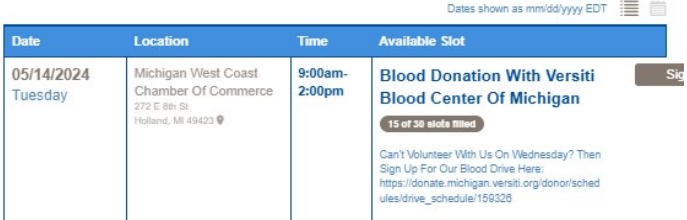
Why Sign-Up Genius Works Well:

- **Admin & User-Friendly Interface**
  Clean, intuitive design that's easy for volunteers of all backgrounds. It also handles ever-changing details smoothly, making it a great option for first-time managers.

- **Free to Use (Basic Plan)**
  Offers essential functionality at no cost — a cost-effective solution for Chambers with limited budgets.

Why We Ultimately Switched To JotForm:

- **More Flexibility with Branding & Layout**
  JotForm allows greater customization of design and layout, helping us keep the user experience more on brand.



- **Faster Real-Time Slot Tracking**
  JotForm updates available volunteer slots almost instantaneously and allows us to hide opportunities once they're full – streamlining the sign-up experience and avoiding confusion.

Additional Sign-Up Tools Used
Not all volunteer groups fit neatly into a digital sign-up form. Here are two additional approaches we've used to accommodate key audiences:

Targeted Group Sign-Up - Board of Directors Example
One reason Community Impact Day succeeds is because we tap into core leadership groups in our community. We encourage our **Board of Directors, Ambassadors, Leadership Program alumni, and Young Professionals** to lead by example — often assigning them to specific project sites.

- Bringing printed sign-up sheets to board meetings, trainings, or networking events proved highly effective. It gave these groups a simple way to commit and recruit teammates on the spot — especially when asked to "own" a location.

Large Group Sign-Up -- Single Organization Example
When a company wants to send a large group to volunteer together, digital forms can get clunky. In these cases, we assign a **point person** from that organization to manage internal sign-ups and logistics.

- We ask them to send us a simple spreadsheet with volunteer **names, emails, t-shirt sizes, and After Party RSVPs**. From there, our team manually enters the data into the master sign-up system — making it easier for all involved.

Pro-Tip:
Don't force every volunteer into the same sign-up process. Use flexible tools — like spreadsheets and printed sign-up sheets — to meet groups where they are and make it easy to say yes.

Budget Tracker (Next Page)
A simple, powerful way to monitor key financials throughout your planning cycle. Use it to track:

- Sponsorship Revenue
- T-Shirt Ordering & Printing Costs
- Marketing & Media Expenses
- After Party Celebration Costs

Task Tracker (Next Page)
Your all-in-one planning hub. This detailed tracker breaks down everything you need to do (and when to do it) across:

- Sponsorship & Outreach Timelines
- Volunteer Host Recruitment
- Sign-Up Campaign Launches
- Celebration Planning
- Media Coordination

Assign leads, track status, and stay on top of it all – without reinventing the wheel each year.

Pro tip: Use GrowthZone? Let us know and we can share our integrated task tracker tool you can use with all your GrowthZone tasks!

Master Tracker Sheet
This is your CID command center. Use it to track and manage:

- Volunteers & their assignments
- Nonprofits / host locations
- T-shirt sizes & distribution
- Staff assignments
- Sign-up sources & outreach progress
- Site-specific logistics

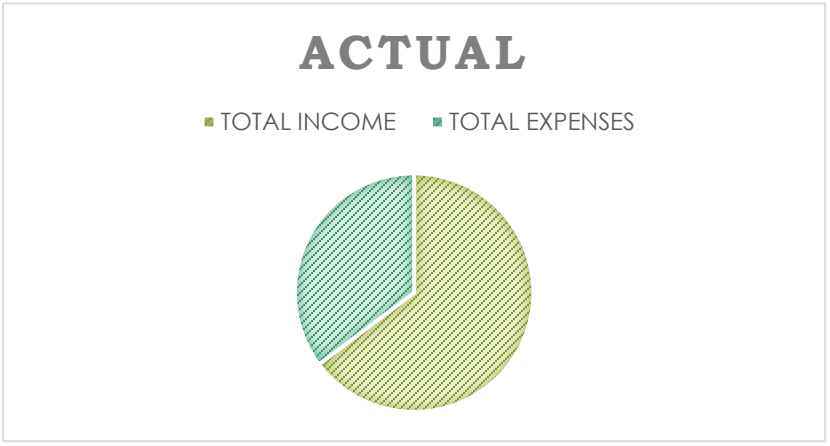
Color-coding and smart filters will become your best friends here.

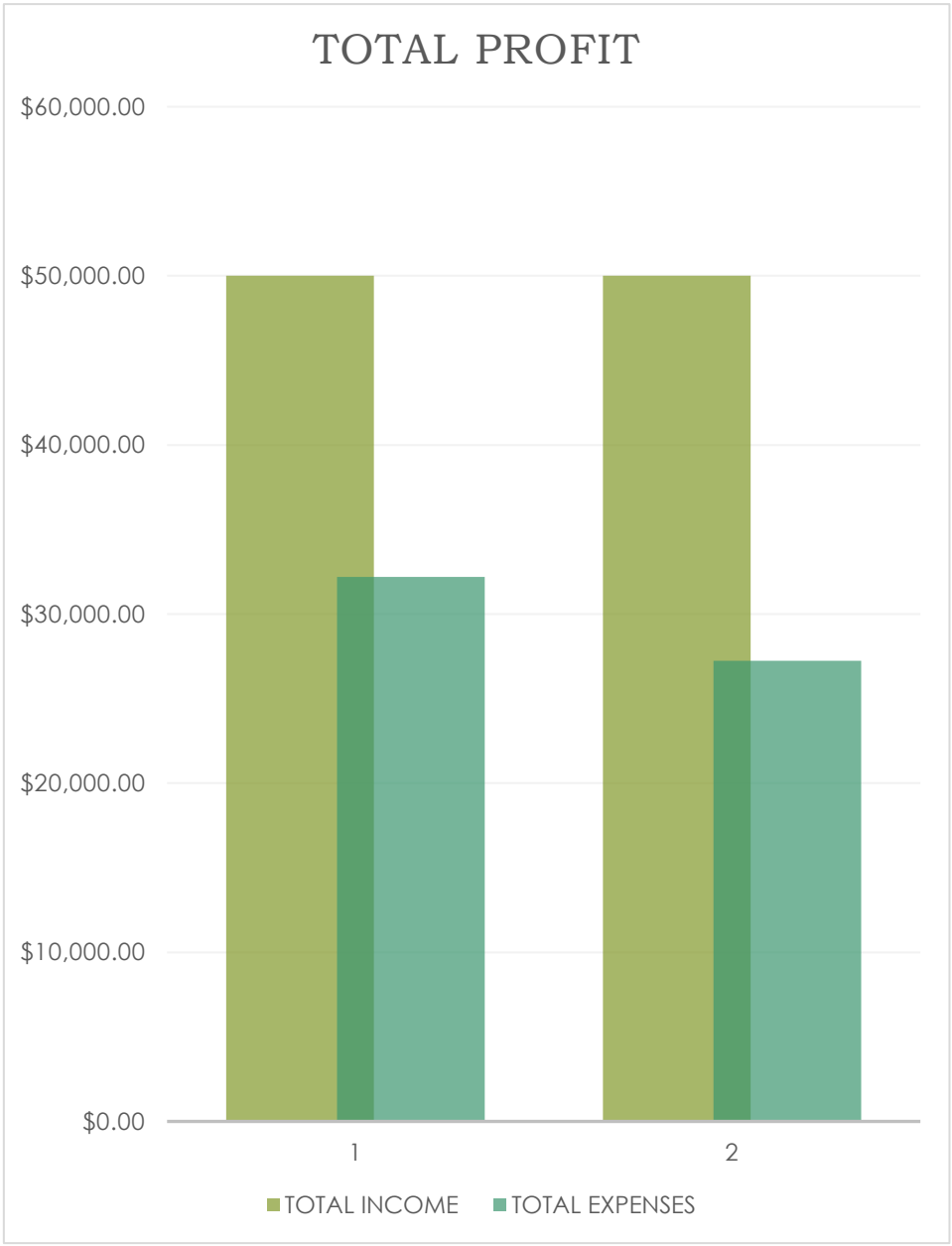
Program Budget: Community Impact Day

Profit - Loss Summary

	Estimated	Actual
TOTAL INCOME	$50,000.00	$50,000.00
TOTAL EXPENSES	$32,200.00	$27,240.00
TOTAL PROFIT	$17,800.00	$22,760.00







Program Budget: Community Impact Day

Expenses

TOTAL EXPENSES

Estimated	Actual
$32,200.00	$27,240.00

T-Shirts	Estimated	Actual
Volunteer Shirts	$14,000.00	$12,000.00
Nonprofit Shirts	$2,000.00	$1,000.00
Staff Shirts	$500.00	$400.00
Total	**$16,500.00**	**$13,400.00**

After Party Entertainment	Estimated	Actual
Yard Games	$400.00	$400.00
Live Music	$1,000.00	$1,000.00
Total	**$1,400.00**	**$1,400.00**

F&B	Estimated	Actual
After Party Food	$10,000.00	$8,640.00
NA Drinks	$500.00	$500.00
Waters For Volunteers	$300.00	$300.00
Venue Rental Fee	$1,000.00	$1,000.00
Total	**$11,800.00**	**$10,440.00**

Misc Program Materials	Estimated	Actual
Rental Items - Hightops, Linens	$1,200.00	$1,200.00
Printing Supplies & Décor	$300.00	$300.00
Photographers	$1,000.00	$500.00
Total	**$2,500.00**	**$2,000.00**

Program Budget: Community Impact Day

Income

TOTAL INCOME	Estimated	Actual
	$50,000.00	$50,000.00

Registrations

Estimated	Actual			Estimated	Actual
400	350	Free Registrations	$0.00	$0.00	$0.00
				$0.00	$0.00
Total				**$0.00**	**$0.00**

Sponsors

Estimated	Actual			Estimated	Actual
1	1	Sponsors	$50,000.00	$50,000.00	$50,000.00
				$0.00	$0.00
Total				**$50,000.00**	**$50,000.00**

Community Impact Sponsorship Opportunities:

Community Impact Day + After Party (May 13, 2026)

We flood the community with volunteers to complete essential projects for local nonprofit organizations. The day concludes with a celebration that includes networking, entertainment, and refreshments.

- Name/logo displayed at the event
- Name on Chamber event page
- Early access to sign up for nonprofit volunteer locations

- $10,000 Premier Program Sponsor
  - Includes a display table and remarks at the After Party
  - Logo listed on the back of all Volunteer T-Shirts
- $3,500 Gold Sponsor
  - Includes a display table at the After Party
  - Sponsors are welcome to donate their display table to a nonprofit of their choice if preferred
- $1,750 Silver Sponsor

CID Project Task Tracker

Timeline	Task	Lead
10 Months Out / July	Save The Date Page live -- gather interested parties	Marketing
	Begin Sponsor Recruitment	Sponsorship
	Post-CID debrief with team and documentation updates (from year before)	Program Manager
	Send Board of Directors, Ambassadors, Chamber Friends Calendar Hold for CID	CEO
8 Months Out / September	Vol Host Locations Recruitment Begins	Program Manager
	Open Volunteer Host project submissions	Program Manager
	Promote Vol Hosts via social media	Marketing
	Send personal invites to previous Vol Hosts	Program Manager
6 Months Out / November	Recruit Chamber friends for site leadership (Board, Ambassadors, Leadership Program Participants)	Program Manager
	Setup Team Brainstorm - How will this be remarkable?	Program Manager
	Send Invitation Email to Nonprofits	Program Manager
	Build Nonprofits Communication Plan	Program Manager
	Marketing Pushes for New Vol Host Locations	Program Manager
	Build Volunteer Sign Up Form / Add Host Locations as they come in!	Program Manager
	T-Shirt Design with Program Sponsor Logo	Sponsorship
	RFP Process for T-Shirt Screen Printer // Confirm T-Shirt Partner & Print Deadline Date	Program Manager
	Budget Review	Program Manager, Sponsorship, Marketing
	Build Event Pages - 1 for Volunteering & 1 for After Party (Make Save The Date Page Offline)	Program Manager
4 Months Out / January	Send early sign-up access to Presenting Sponsor	Sponsorship
	Send early access to additional sponsors	Sponsorship
	Send early access to pledged large groups	Program Manager
	Open public volunteer sign-ups	Marketing
	Send Marketing Push for Vols	Marketing
	Complete Marketing Plan -- Newsletters, Print, Socails, Etc. Push for Vols	Marketing
	Create CID Key Dates Tracker & Share with Team: T-Shirt Print Deadline, Close Project Submissions, Close Vol Sign Ups	Program Manager
	Determine Catering for After Party	Program Manager
	Update Event Page with ALL Participating Nonprofits	Marketing
3 Months Out / February	Logistics for After Party Celebration - F&B, Entertainment, Games, Décor, Venue, Etc.	Program Manager
	Invite sponsors to host display tables at After Party	Sponsorship
	Invite local/state legislators to volunteer within their districts	Advocacy/Gov Affairs
	Nonprofits Check-In	Program Manager
	Sponsor Check-In	Sponsorship
	Signage Needs For After Party - Sponsor Slides, F&B Signs, Etc.	Marketing
	After Party Programming	Program Manager
	Create Day of Timeline	Program Manager
	Nonprofits T-Shirt Asks -- only give one shirt to the person coordinating vols the day of the program	Program Manager
	Volunteer T-Shirt Asks -- each Vol gets a shirt if they sign up by the set deadline	Program Manager
2 Months Out / March	Send media advisories and pitch stories	Marketing/PR
	Ensure each Vol Host has minimum volunteers	Program Manager
	Send targeted outreach for underfilled sites	Membership/Outreach
	Connect with Nonprofits about Day-Of Details	Program Manager
	After Party Rain Plan	Program Manager
1 Months Out / April	Finalize t-shirt order	Program Manager
	T-Shirt Deadline for Printers // add a few extra per size // Submit Order	Program Manager
	Send signage to Vol Host locations	Program Manager
	Conduct 1-month check-ins with Vol Hosts (as needed)	Program Manager
	Create Media Coverage Map featuring sponsor locations, CEO Tour Stops, and any confirmed media prescence	Marketing/PR
	Confirm F&B Plans / Send Counts To Catering	Program Manager
	Connect Volunteer Coordinator at Vol Host Organization with their Volunteers	Program Manager
	Facility Check Before Party	Program Manager
	Create Post Event Survey for Volunteers AND Vol Hosts	Program Manager
	Coordinate T-Shirt Delivery to Chamber Offices / Then Coordinate T-Shirt Pickups by Vols & Hosts at Chamber Offices	Program Manager
	Confirmation & T-Shirt Pickup Emails to Participants	Marketing
	2 WEEKS OUT - Rain Plan Email to Nonprofits	Marketing
Month Of Program / May	Email Nonprofits: Final Volunteer Details	Marketing
	Send volunteer tips and FAQs	Marketing
	Send t-shirt pick-up instructions	Marketing
	Vol Host Projects Close Form / Move Volunteers around to cover late submissions (as needed)	Program Manager
	Out Of Office Atrium Sign	Marketing
Day Of Program / 2nd Wednesday of May	Manage volunteer shift (1–4 PM)	All Staff
	Lead CID tour with partners and media	CEO/Advocacy/Gov Affairs
	Host celebration party (4–6 PM)	Program Manager/Events
Post-Program / Within 1-2 Weeks	Send surveys to Vols and Vol Hosts	Program Manager
	Send Program Sponsor(s) Thank You Note	Sponsorship
	Reconcile Attendee List (as possible)	Program Manager
	Import Vols to CRM	Marketing
	Gather Data & Metrics: # of Vols, Sponsorship $, Labor Hours, Etc.	Program Manager
	Send Survey Results & Post Event Report to Staff	Program Manager
	Gather photos/videos/testimonials	Marketing
	Create recap content (video, album)	Marketing
	Compile and publish impact report	Program Manager

Communications & Marketing Overview

A powerful program deserves powerful storytelling. From Save-the-Date campaigns to media coverage, signage, and recap videos — how you communicate Community Impact Day is just as important as how you execute it.

This section outlines the key strategies, templates, and creative tools we've used to:

- Engage our members and volunteers
- Highlight sponsor involvement
- Elevate visibility for nonprofit partners
- And most importantly — celebrate the collective impact

Whether you're a one-person marketing team or working with a full communications crew, we've made it easy to replicate, personalize, and amplify the CID message in your own community.

Mail Merge Tool: Your Behind-The-Scenes Best Friend

Let's be real — you're going to send a lot of emails to make Community Impact Day a success. To nonprofits. To volunteers. To sponsors. To your board. To that one person who keeps forgetting their t-shirt size.

And here's the thing: those emails need to feel personal, not like a mass blast from a robot. Enter: Mail Merge — your behind-the-scenes best friend.

With a well-crafted template and a beautifully organized spreadsheet, you can send dozens (or hundreds!) of customized messages in minutes.

That means:

- Personalized details like organization names, project sites, RSVP links, and shirt sizes
- Warm, human messages that don't feel like copy-paste
- Massive time savings without sacrificing quality or connection

Whether you're confirming volunteer assignments, reminding Hosts of logistics, or thanking everyone post-event — Mail Merge will save your brain, your time, and your inbox sanity.

- Pro tip: pair it with a friendly subject line and your Chamber branding, and your emails will look like they came straight from your desk — not a database.

Communication Timelines

To keep everything running smoothly, we recommend building out a clear email timeline for each stakeholder group. Here's how we break it down:

- Timeline & Emails To Volunteers
  - Save the Date Announcement
  - Sign-Up Confirmation
  - Pre-Event Reminders (Logistics, Attire, T-Shirt Pickup)
  - Day-Before Reminder
  - Post-Event Thank You & Survey

- Timeline & Emails To Nonprofits
  - Call for Projects
  - Project Confirmation
  - Event Prep Checklist
  - Day-Before Reminder
  - Post-Event Thank You & Survey

- Sponsors – Integrate it with your regular monthly sponsor communications
  - CID Kickoff Email (with recognition benefits)
  - Display Table & Celebration Details
  - Day-Before Reminders
  - Impact Report & Recap Video

Post Program Surveys: Feedback That Fuels the Future
We drive on data — and your Community Impact Day will only get better if you measure what matters. We recommend sending short, thoughtful surveys to:

- **Volunteers** (logistics, experience, team building)
- **Volunteer Hosts** (support, preparedness, impact)
- **Sponsors** (visibility, value, future involvement)

Use tools like Google Forms, SurveyMonkey, or your CRM's survey feature. Keep questions focused and results actionable. Bonus: quote top responses in your Impact Report.

Here are some Sample Surveys:

- 2023 Post-Program Survey For Volunteers
- 2023 Post-Program Survey For Volunteer Host Locations

Marketing Design Elements
Consistency builds credibility. Here's a list of visual materials we've used to create a cohesive, recognizable CID presence across all platforms.

- Community Impact Day – Brand Logo
    - Linked above is the plain CID logo – you will need to add in your Chamber's logo to customize the brand – but keep the CID identity to really see the impact of the program across the nation!

- T-Shirt Design
    - Style: Gildan Soft Style 64000, Heather Royal Blue
    - Pro Tip: Add 10-15% per size buffer to each size based on your historical data of t-shirts that were requested and those that weren't claimed
    - The shirt on the left is the plain CID design – on the right is how you can customize it with your Chamber's logo! Still stays within the brand of the program but gives you an individual callout.





- Yard Sign
    - Each volunteer host location receives a branded yard sign for volunteer wayfinding and building visibility in the weeks leading up to the program. We ask hosts to pick up their shirts and signs from the Chamber office as early as possible so we can increase awareness for the program.

Marketing Materials Examples
A collection of campaign-ready content used to promote CID across platforms:

- Email Campaigns
  - Call for Nonprofits (Project Submissions)
  - Call for Volunteers (Sign Ups)

- Social Media Posts
  - Individual Volunteer Host Location Social Post – promoting volunteers to sign up here
  - 2025 Volunteer Host Feature – promoting new volunteer hosts that had signed up for CID
  - 2025 Logo Bingo – featuring all the participating volunteer host locations

- Print Advertisement
  - Print Ad In Chamber Magazine – promoting opportunities for Leadership Week

- Newsletter Features
  - Newsletter Snapshot Feature – announcing volunteer sign-up release
  - Newsletter Post-CID Feature – announcing the success of the program

- Long-Form Storytelling
  - 2023 Recap Article In Chamber Magazine – detailing the success of the program
  - 2025 Recap Article In Chamber Magazine – detailing the growth of the program

Media Management & Coverage
Maximize visibility by proactively coordinating with media partners and local officials.
Here's how we did it:

- Chamber & Media Coverage Tour Map
  - We created a day-of-map for staff, media crews, and photographers to visit high-energy sites and capture content

- Examples of Earned Media
  - FOX17 West Michigan TV Broadcast Pre-Coverage Supporting Program
  - WOODTV8 TV Broadcast On-Site Coverage Of Program
  - City Of Holland Video Featuring Volunteer Project – Moran Park Build
  - Chamber Recap Video - featuring submitted photos from volunteer locations & members that was then released in our weekly newsletter
  - 2025 Community Impact Day Footage – filmed by the City of Holland
  - Second Wave Media Feature Article

Report Out: Why You Should Join The Movement

The ripple effects of Community Impact Day speak for themselves — and they're only growing. Each year, we document the impact in a public-facing report that highlights the stories, data, and momentum created when volunteers, businesses, and nonprofits unite for a single day of service.

Want to see what's possible when Chambers lead with purpose? Explore our recent impact reports:

- **2026 Community Impact Day Report – featuring +20 Chambers**
  - **2026 CID Report TEMPLATE – use it for your own report!**
- 2025 Community Impact Day Report
- 2024 Community Impact Day Report
- 2023 Community Impact Day Report

These aren't just recaps — they're **evidence** of what your Chamber can accomplish when you plug into a shared statewide effort. Let them spark your next bold move.

Want to Track Your Own Impact?
We created a Post-Event Report Template you can use to measure and share your success. It's perfect for tracking:

- Volunteer Engagement
- Sponsor ROI
- Participant Feedback
- Net Promoter Scores (NPS)
- Key Outcomes & Community Reach

See It In Action

- Watch the 2024 CID Recap Video to see the energy, enthusiasm, and real-world results.
- Explore the 2025 Live Photo Wall from Kululu – volunteers submitted photos and videos in real-time from their volunteer location, and everyone watched them at the After Party Celebration!

Built for Accreditation & Recognition
Community Impact Day isn't just a feel-good initiative — it's award-winning.

- Our CID program was featured as a **Program Development Essay** in our successful 2024 **5-Star Accreditation** with the U.S. Chamber of Commerce.
- In 2025, our CID initiative helped us **win Chamber of the Year** through ACCE. Want to learn how? **Read the winning essay here.**

Additional Resources For You

2026 CID Internship Materials
At the Michigan West Coast Chamber, we're committed to growing the next generation of community-minded leaders. That's why Community Impact Day offers **internship opportunities** for high school and college students looking to build real-world skills and make meaningful connections.

We see internships not just as resume-builders — but as **retention tools**. When students are empowered to lead, serve, and contribute to community-wide initiatives like CID, they're far more likely to stay "sticky" — choosing to launch their careers right here at home.

Internship Objectives:

- Give students **hands-on experience** in event planning, volunteer coordination, communications, and nonprofit outreach.
- Provide a **portfolio-worthy project** that showcases their leadership, creativity, and impact.
- Help students **build their network** with Chamber members, business leaders, and civic partners.
- Inspire long-term engagement by connecting interns to community service in a real, visible way.

Ideal Intern Tasks Could Include:

- Managing a small group of project sites or volunteer teams
- Supporting logistics (sign-ups, t-shirts, communications, RSVPs)
- Capturing content during CID for social media or recap video
- Assisting with the celebration event and volunteer recognition
- Conducting post-event surveys and helping compile the impact report

Other Epic Chambers Adopting Community Impact Day!

Chambers across the country are making Community Impact Day their own—and we love seeing their creativity in action! From unique branding to local partnerships, these examples show how fellow Chambers are bringing people together to serve their communities. Take a look, borrow an idea, and imagine what's possible in yours!

Category	Chamber	What They Are Doing
Marketing & Communications	NOVI CHAMBER of Commerce	**Recapping the Impact** • 2026 Recap Video • Save The Date Page
	LITTLE ROCK REGIONAL CHAMBER / LOVE, LITTLE ROCK	**"Serve The Rock"** LRR Chamber has truly made CID their own! They've renamed and rebranded it – and have their YPs host the program.
Planning Logistics	NOVI CHAMBER of Commerce	**Kick-Off Lunch & Party** Instead of hosting an After-Party, Novi hosts a Kick-Off where volunteers can have lunch, pick up their shirts, and celebrate together before heading out to volunteer!
	GROSSE POINTE Chamber of Commerce	**Different Sign-Up Platform** Grosse Pointe hosts all their signups for programs through a site called Zeffy – traditionally a fundraising platform, they've maximized its use beyond those bounds.
Unique Partnership & Projects	NOVI CHAMBER of Commerce	**More Than Basic Volunteering** Mural Design Contest Project
	SHAWNEE CHAMBER 80 YEAR ANNIVERSARY	**More Ways To Participate** Their program page connects volunteer projects with lunch, a gathering at a local brewery, and a separate blood drive.
	troy Chamber of Commerce	**Members Sharing About The Day** Check out this LinkedIn post from a member sharing about their unique project for CID – creating cards for cancer families
	CANTON CHAMBER OF COMMERCE IN BUSINESS TO HELP YOUR BUSINESS	**Matching Volunteers with Projects** The Canton Chamber collects volunteering interests during registration – this allows volunteers to decide what their projects might be (Clean Up, Painting, Admin Work, Etc.).
	CONNECT MACOMB	**Partnership & Projects** Not only did they partner with some other local chambers and organizations – they had a diverse list of projects for their first year! Check out the List of Projects & Hosts.