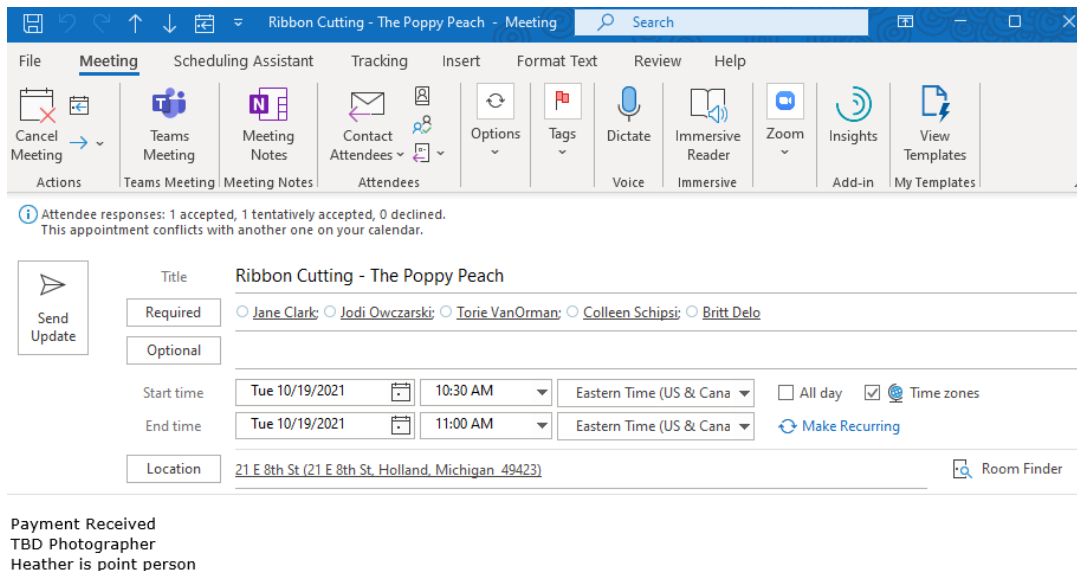


Member Celebration Core Process

(ALYSSA)

- **Once the Jotform has been received...**
 - o Check staff calendars (Photographer/Jodi/Office - Attendance Issues):
 - If no conflicts - create a calendar hold, include a snapshot of the jotform in the description, and send to staff
 - Check Google calendar – verify correct address with google map



The screenshot shows the Microsoft Outlook 'New Meeting' form. The title is 'Ribbon Cutting - The Poppy Peach'. The required attendees are Jane Clark, Jodi Owczarski, Torie VanOrman, Colleen Schipps, and Britt Delo. The start time is Tuesday, 10/19/2021 at 10:30 AM, and the end time is 11:00 AM, both in Eastern Time (US & Canada). The location is 21 E 8th St (21 E 8th St, Holland, Michigan 49423). A note at the bottom states: 'Payment Received TBD Photographer Heather is point person'.

- **CREATE THE INVOICE**
 - o Once the calendar hold has been created, create the invoice to send to member.
 - Invoice Items:
 - Fee Item: Member Celebration
 - Change the Description to "Member Celebration – Ribbon Cutting/Groundbreaking/Business Anniversary DATE"
 - Double Check the fee is \$250 for Members and \$600 for Non Members
 - o **FOR MARKETING ADD ON'S ONLY**
 - Magazine Article \$1,500 – Date TBD
 - Spotlight In Weekly \$500 – Date TBD
 - Ad on Website \$500 for 1 month – Date TBD
 - **ADD TO Revenue Tracking**

Message Internal

☐ Mark to Print

☐ Mark to Email

Balance

\$0.00

Fee Item	Description	Qty	Price	Hide
Member Celebration	Member Celebration	1	250	☐
Member Spotlight	Member Spotlight	1	500	☐

- o Send the following email with their invoice attached (include any marketing add ons, if needed and cc **Emmy ONLY IF THERE ARE MARKETING ADD ONS**), reply from their Jotform submission:

Thanks for submitting your celebration form! I have attached your invoice to this email for your Ribbon Cutting. Once we receive payment, we will move forward with creating the event page on our website and send along next steps.

I've ccd Emmy, who will help to coordinate dates and content for your marketing add-ons.

Please let me know if you have any questions.

All the best,

ADD TO [MEMBER CELEBRATIONS LOG](#)

(ALYSSA)

- **BUILDING EVENT PAGE**
- After sending, you can start their event page whenever you want, just keep it internal until invoice is paid.
- **GZ – Programs --- FOLLOW THESE GUIDELINES**

Find a previous event page for a Member Celebration – BE SURE TO SELECT THE SAME TYPE OF CELEBRATION (ribbon cutting/groundbreaking/business anniversary) – 3 dots – Copy this program

- You will leave old name
- Select Attendee Setup

Import

Event

Date & Time

Location

Contact

More Options

Copy Existing Program

Event to Copy*

Baird Ribbon Cutting Celebration

What to Copy

☐ Attendees

☒ Attendee Setup

☐ Sponsors

☐ Sponsor Setup

☐ Exhibitors

☐ Exhibitor Setup

☐ Files

☐ Tasks

☐ Sessions ⓘ

Previous

Next

- Change Name here – Leave description
- Date & Time
- Location
- Contact
- More Options
 - Category: Member Celebrations, Ribbon Cutting
 - Calendar: Member Event Calendar, Program Calendar
 - Published Status – DRAFT – You will change this once they’ve paid/ approved their event page
 - **Check Enable Registration**

Page will be created

Overview: Check to see that all information has been updated correctly:

1. General Information
2. Hours
3. Location
4. Contact Information – (do not include their email address or phone number)
5. Update Description
 - a. Short Description: Replace with “Join us for a [celebration] Ceremony celebrating the new location/building of [Organization]!”
 - b. Overall Registration Instructions: leave blank

Description:

- Update the Company name. Type the new name, then delete Mission Design & Automation to keep the formatting
- Keep/Remove “Ribbon Cutting” and “Open House” as needed
- Copy and paste the Jotform answer: What would you like people to know about your business?

- Update we, our, etc. to the company name and they, their, etc.
- Update the sentence "Join us for the Ribbon Cutting Celebration at 10:30 am..." to reflect the correct time, then add in their answer from the Jotform: "Grand Re-Opening event is October 18th and 19th. We will have giveaways, the first 10 people to spend \$50 or more get a free goodie bag (both days), there will be beverages/snacks, and more!"
- Add in their logo provided in the Jotform
 - About 400px is a good size—type it in the width and it will adjust proportionately
 - Add their link they provided to the logo
 - Be sure it says to open in new tab
- Click DONE

Attendee Setup

This should have saved if you clicked "Attendee Setup" at the beginning, but double check.

Registration Form Settings

Options

- ☐ Display Address
- ☐ Require Address
- ☐ Display Phone Number
- ☐ Require Phone Number
- ☒ Require Additional Attendees Email
- ☐ Display Common Name
- ☒ Require Company
- ☐ Require Title

Under Registration Types – Actions - Add Free Registration

Add Free Registration Type ✕

Name *	Max Available ^①	Limit Per Purchase
Free Registration	0	0

Description

Settings

Availability	Limit to Memberships
Everyone	

☐ Is Displayed For Non-Members ^①

AVAILABILITY will default to staff only so please be sure to change to “everyone”

- Proof the Ribbon Cutting Page by clicking on the Purple Actions, “View Program Page”
 - TRIPLE CHECK THE ADDRESS AND GOOGLE MAPS LINK
- Test a registration from the actual page (register yourself and Emmy)
 - **If payment isn’t received, keep the event page internal**

- After creating a ribbon cutting page, go to the Attendee Setup Tab
- Scroll down to the bottom, Attendee Messaging, Click the edit Pencil on the right
- Make sure that this is selected under "Confirmation Email Template (optional)": **Member Celebration Registration**
- **Hit Done**

If you have special info you'd like to include in confirmation emails (like parking or what door to use), you can add it to the "Confirmation Message" Section. Just make sure you add a space at the very top, then add the info as bullet points and at Verdana 14 pt (this way it matches the automated email. By doing all this, your special instructions will appear here (highlighted in yellow) and will be nicely formatted.

ADDING PROJECT TEMPLATE TO GZ PROFILE

After the ribbon cutting page is completed, go back to the organizations GZ profile.

Scroll to the bottom and select “Add Project”

- Project Name: [Organization] Ribbon Cutting/Ground Breaking/Business Anniversary
- Type: Member Celebration
- Project Template: Member Celebration
- Add important details to project description
 - Snapshot of the Jotform
- Under Project Contacts – enter the contact from the organization
- Under Event – Enter the name of the Event Page you created before
 - This will link the GZ profile to the Event Page so the task template is in synch!
- Then go to the Project Under the Event Page and setup Due Dates accordingly...
 - Create Invoice / Send – date created
 - Send Calendar Hold to Staff – date created
 - Create Event Page / Test – date created
 - Invoice Paid? - Two Weeks out from Ribbon Cutting
 - Send Live Page to Event Contact – Two Weeks out from Ribbon Cutting
 - Send Day Before Email to Orgs Contact – Day Before Ribbon Cutting
 - Send Day Before Reminder to Ambassadors that are registered
 - DO THIS FROM THE GZ PROGRAM PAGE
 - Under the “Attendees Tab”, select the drop down next to “Add Registration” and select “Send Email to Registrants.”
 - Select the Template “Event Reminder (June 2021)” and add any additional info as needed
 - Make sure to send a preview to yourself before sending out
 - Day of Tasks – Day of Ribbon Cutting
 - Post Event Tasks – Day After Ribbon Cutting
 - Wrap Up – Two Days After Ribbon Cutting
 - NOTE THERE ARE TASKS FOR EMMY THAT YOU WILL ALSO NEED TO ADD DUE DATES FOR

(ALYSSA)

- Once payment is received, send the following email:

Hi Crystal,

Thanks for submitting your payment! Here is a preview of your event page:

If you would like me to make any adjustments, please let me know. After your approval, I will post your page live on our website. Please feel free to use this link to send out to your own channels to boost attendance.

All the best,

This is when you'll want to change from DRAFT to APPROVED so people can start to register.

(ALYSSA)

- Send invite to Ambassadors
 - If the date is very far out into the future (more than a month away) I will wait until it's closer to 2/3 weeks out
 - Go to event page in GZ, Attendee Setup
 - 3 Dots
 - Click: Send Program Invite Email
 - Select template: Ribbon Cutting Invite
 - Add program registration page link to "Click here to Register"
 - Leave the rest of the body as is
 - Link in Event (shown below the body)
 - Update the Subject Line to be "ORG NAME RIBBON CUTTING DATE"
 - Send preview to yourself, proof, then send to Ambassador Team [respective year], Ambassadors 2025-26



West Coast Chamber

C

(ALYSSA)

- SEND DAY BEFORE EMAIL TO CONTACT:

To: include Ribbon Cutting Contact and anyone else that has been looped into emails

Subject: Ribbon Cutting – tomorrow!

Hi [NAME],

We are so excited to celebrate [COMPANY NAME] tomorrow!

The photographer and I are planning on arriving right before [4:00pm] then we will get in position and cut the ribbon. Once we arrive, we can determine the best place for the photo, typically we try to do it right outside – please let me know if you have any ideas! If you choose to do it outside, we suggest keeping the area in front of your building clear of parked cars to ensure they aren't visible in the photo.



Let me know if you have any questions.

See you soon,

(ALYSSA)

- SEND DAY BEFORE EMAIL TO AMBASSADORS:
 - o DO THIS FROM THE GZ PROGRAM PAGE
 - Under the “Attendees Tab”, select the drop down and select “Send Email to Registrants.”
 - Select the Template “Event Reminder (June 2021)” and add any additional info as needed
 - Make sure to send a preview to yourself before sending out



Michigan

**West Coast
Chamber**
of Commerce

Template

Event Reminder (June 2021)

Drafts

From*

Alyssa Gabriele <alyssa@westcoastchamber.org>

To*

Add To

X Photo Images by Carl Ribbon Cutting Registered Only

Cc

Add Cc

Bcc

Add Bcc

Exclude Sending to Contacts on List

Add Exclude Sending to Contacts on List

Subject*

Photo Images by Carl Reminder

Category

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Insert Merge Field

Signatures

Manage Signatures

Event Reminder

[[Event Name]]

Date & Time

[[Event Start Date]]

[[Event Start Time]] - [[Event End Time]]

Location

[[Event Location]]

[[Event Location Address 1]] [[Event Location Address 2]]

[[Event Location City]] [[Event Location State Province]] [[Event Location Postal Code]]

Details

[[Event Description]]

ATTACH FILES

Project

Photo Images by Carl Ribbon Cutting (Member Celebration)

Delay Delivery Until

(ALYSSA)

- DAY OF TASKS:
 - o Pack Ribbon (at least 10 logos) & Scissors (both located in back closet)
 - o Arrive at Ribbon Cutting 10-15 minutes early
 - o Check in with main contact upon arrival, ask the following:
 - Who is cutting the ribbon?
 - Is anyone speaking? Before or after cutting?
 - Where would you like to cut? (If they don't have a preference, scout a spot and double check with photographer. Branding in photo is a must.)
 - o Direct the Ribbon Cutting – posed photos and countdown

(EMMY)

- Upload Photos to lightroom and edit the photos as need, discard unusable
- Upload photos to BOX under Digital Camera, 2022-2023, Ribbon Cuttings, name the photo folder to match the rest [member name – 01.01.23]
- Tag **(ALYSSA)** in the picture that you will be using for our socials and magazine so she can send to contact at Holland Sentinel
 - o **(ALYSSA)** – **you will have to resize the image before you send to the contact**
 - Open the photo on your desktop, click the three dots next to the export, and select “resize image”, and then click save. Now the file is small enough to email.

(ALYSSA)

- POST RIBBON CUTTING EMAILS
 - o **To Share Photos (UPDATED MARCH 2026):**
 - In Box go to Digital Camera Pictures
 - 2025-2026 Photos
 - Ribbon Cuttings
 - Find the organization
 - Click the blue “Share” button
 - Add all names of people you were in contact with for the ribbon cutting
 - Click on Invite as Editor
 - o Select VIEWER (download, preview and share)
 - Message
 - o Ribbon Cutting Photos!
 - Send

Subject: Ribbon Cutting Photos!

Hi [NAME],



Thank you for letting us celebrate your **Ribbon Cutting** with you - what a great event, we really enjoyed meeting your team and seeing your facility.

I've sent a media advisory to the Sentinel and MLive - fingers crossed we will see it featured. The photos are up on our [Facebook](#) & [Instagram](#) and you should receive an invitation from our system BOX where you can access all your photos.

Please feel free to share the photos and use them as you want - they are yours.

Have a great rest of your week!

To Newspaper:

To: cassandra.lybrink@hollandsentinel.com ametz@hollandsentinel.com

Subject: Organization - Ribbon Cutting/Groundbreaking/ Member Celebration

Attach photo Emmy has tagged you in

Subject: Organization - Ribbon Cutting/Groundbreaking/ Member Celebration

Hello Cassandra & Austin,

Attached you will find a photo from the [ORGANIZATION] celebration! If you end up using our photo, could you please add "photo provided by the West Coast Chamber of Commerce" as you caption the photo? We'd greatly appreciate it! You can read more about the celebration here.

Contact:[NAME], [EMAIL]

Thank you,

To MLive:

Same thing as above – to Ehren Wynder ewynder@mlive.com

(EMMY)

SHARE RIBBON CUTTING PHOTOS ON FB & INSTAGRAM

Write Social Post, example below, pull from Program Page:

- Congratulations @InsiteExperts on the Grand Opening of your new location! InsITe helps organizations manage all things IT so they can more effectively achieve success. They take a unique approach to

technology services by not only consulting, deploying solutions, and supporting; but also maintaining a focus on the actual business results.

○

Celebration #RibbonCutting

- Select 1 photos from BOX
- Let Alyssa know when photos will go out on Facebook and Instagram
- Schedule photo to Buffer on Facebook and Instagram