

November 2018

Welcome to the Holiday Season Chamber Members!

It's the month of Thanksgiving and we have so much to be thankful for here in the Geographical Center of North America. I've made a habit to use this time of year to reflect on the past twelve months, recognize all the ways life has changed, and acknowledge the new growth that has cropped up. November can also be a good time to



reflect on our community, the changes that come to our city in a year's time and appreciate all that we have to offer our residents and visitors. We've all heard that "it takes a

village" and I believe that's true when it comes to a city like Rugby. Our residents, businesses, community organizations, and city officials identify our needs and work together to fill those gaps creating a vibrant community that can boast education, safety, healthcare, and business sustainability. I'd like to take this opportunity to thank each of you, our members, for also taking part in the growth and nurturing of this beautiful city.

While I'm thanking our community for all it has to offer, I'd also like to highlight what the Chamber has to offer to our community. I mentioned last month a refocused objective concentrated on promoting our member businesses and this month I'd like to expand on a few ways we can help you reach your customers in the coming year. It can be hard to create a marketing strategy today; our customers interact with our content through so many different mediums that it can be daunting to try and tackle each one. Each of our social media presences have a unique following and we cater to our customer bases. You can use this to your advantage and reach a wider audience using the Chamber's following a few different ways: co-host @RugbyChamber on your events, tag/check-in/mention us in your posts, or simply request

that we share your post. Another free marketing tool we encourage you to use is the community calendar on RugbyNorthDakota.com. Not only does this ensure your event/promotion's information could be found using a google search, it is also the source I use to compile what we promote during *Tell Me Something Good*, Monday mornings on KZZJ 1450AM/92.1FM & KKWZ 95.3FM. If you need help with any of these methods or want to talk about what else we can do together, please *always* feel free to reach out.

The last thing I'd like to mention is our new Rugby Bucks promotion that will begin this month. After many successful years with *Scratch & Win*, our membership expressed readiness for a new promotion that we've dubbed the *Dash for Cash*. Chamber Members will distribute numbered "Dash for Cash" tickets to customers who patronize their business this holiday season (there will be no entry process in order to keep the checkout process streamlined and clutter free). Stubs of these tickets will then enter a weekly drawing that, in an effort to extend the shopping season, will begin in January. I have more info available in office or by pdf. The deadline to participate is November 16th.

Also, don't forget to check out the many events happening in Rugby this November! *Christmas in a Small Town* continues until the 3rd; Rugby Dollars for Scholars Annual Fundraiser will be held at the Eagles on Friday the 2nd; *Prairie Talks* is back in Rugby on Sunday the 4th at the Lyric Theatre; City of Rugby will host a Main Street Initiative Listening Session on Thursday the 8th; Rugby JDA is bringing *Board Bootcamp* to our organizations the evening of the 15th; Relay for Life will hold their *Fall Craft Show* at the Rugby Armory on Saturday the 17th; and last but certainly not least, the *Parade of Lights* 6:30PM Tuesday, November 27th. Be sure to check the community calendar on our website for more info!

Here's to a November to be thankful for,

Darylanna Durkee

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