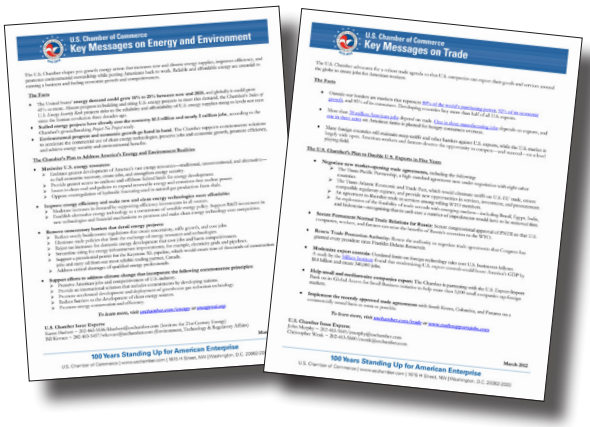
U.S. Chamber of Commerce
Communications Resources for Associations

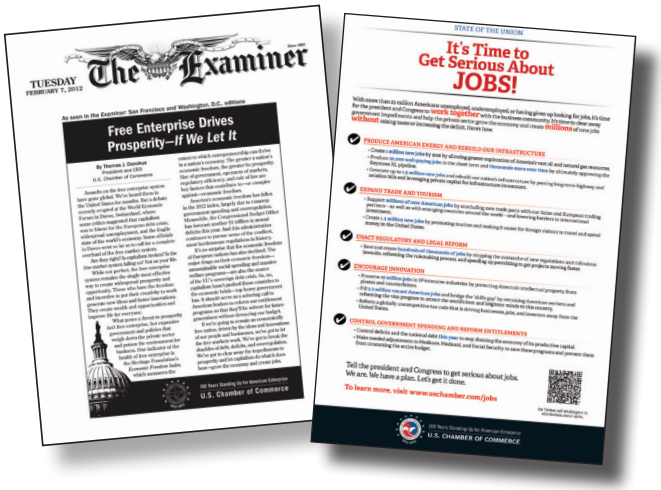
Refining Your Messaging

Identifying the right messaging to reach your audience is paramount. The U.S. Chamber regularly conducts message testing and research to ensure that Chamber policy is communicated effectively and consistently. From our Key Messages documents, to voter opinion polls, we have resources that can help inform your advocacy efforts.



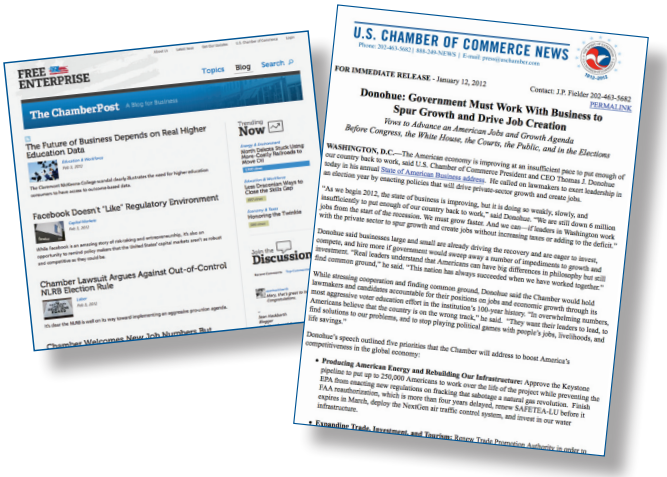
Communicating to Your Members

Whether it's an article from our print publication, *Free Enterprise*, or FreeEnterprise.com, an excerpt from a speech, or a newspaper editorial, we are constantly producing content that can be repurposed to inform your members on the issues that matter most to them.



Spreading the Word

From print advertising to radio, TV, and Web, the U.S. Chamber regularly executes paid media buys to communicate our message to target audiences. Looking for an ad to run in your local paper on an issue? We can repurpose advertising for your use.



Reaching Out to the Media

Earned media is an essential component of communicating to the public. From press releases, to editorial board meetings, op-eds, and letters to the editor, the U.S. Chamber's communications team can help provide you with information to get your issues covered in local, state, and national press.

Contact: Katie Denis, manager, communications & strategy, at kdenis@uschamber.com or 202-463-5386.