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A TEXT ALERT RESOURCE FOR SMALL BUSINESSES

The Central Washington Hispanic Chamber of Commerce (CWHCC) turns to text messaging to give small businesses access to information and resources. Businesses can text “biz” to (509) 816-7171 to receive information in English or they can text “negocio” to receive information in Spanish.

Since the pandemic started, there has been a constant push of information out to small businesses. Most of which is being pushed out in the digital space. With information changing and evolving every day, this has made it extremely difficult for businesses to keep up with the most current information and resources available to them, which can lead to losing out on financial relief aid.

“The pandemic has revealed several of our flaws in how we communicate with our local business community. We can push out time sensitive information on our websites and newsletters but if businesses are not online daily or do not have access to the internet, then they are not going to see that information. Ultimately, it means that they will miss out on important relief that can help them survive the next weeks or months during this pandemic,” says Jessica Camacho, CWHCC Chair.

To bridge that information and digital divide, the Central Washington Hispanic Chamber of Commerce will send subscribers spurts of information, as CWHCC receives the information. The message will include a link to redirect them to the main resource page. The text messages are free but standard text messaging and data rates may apply by a subscriber’s carrier.

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ABOUT THE CENTRAL WASHINGTON HISPANIC CHAMBER OF COMMERCE

The Central Washington Hispanic Chamber of Commerce serves Hispanic, Latino, and Chicano businesses and individuals looking to grow their network in the Yakima Valley and surrounding areas. CWHCC brings together individuals of all backgrounds and professions. We offer the opportunity to establish strategic, long-lasting business partnerships through dialogue and education.