



Waterloo is always full of the holiday spirit during the Christmas season, but this year, we hope to make our town even more festive with a Windows of Waterloo competition!

Explore Waterloo and the Waterloo Chamber of Commerce are partnering to host a donate-to-vote window decorating contest for businesses and restaurants. All businesses are eligible and encouraged to participate!

How it works:

1. Business registration to participate in the contest opens October 15th and closes on November 15th.
2. Business owners decorate their storefronts or windows by the Nov. 22 deadline.
3. Business owners set out a donation jar (or decorated box) to accept their “votes” for their predetermined nonprofit recipient.
4. Patrons who visit that business cast their “votes” for the window by putting dollars in the jar/box or by Venmo @Explore-Waterloo. When using Venmo, they must specify Windows of Waterloo along with the business they are voting for in the comment section. **Each \$1 equals 1 vote!**
5. Businesses deliver a check for the total donations collected to the Chamber office by midnight on Dec. 29.

Each participating business gets to choose a Monroe County-based charity of their choice. All funds raised during voting for that business will go to their selected nonprofit.

Mayor Darter will pick the best dressed window for the grand prize - the official Key to the City to display for one year! The business that raises the most money will receive a certificate from Mayor Darter.

- Each participating business is responsible for providing a donation jar/box.
- The Windows of Waterloo Committee will supply a “Donate to Vote” sign.
- Each participating business is responsible for collecting and securing donations for their chosen charity.
- The contest runs from November 22, 2023 until December 25, 2023.
- Flyers that list each participating business and their charities will be provided. This list will also be posted on Explore Waterloo and Chamber social media and the City of Waterloo’s website.
- Each participating business is responsible for having their “donations” counted and a check (made out to their charity) delivered to the Chamber office by Wednesday, December 29, 2023 to be included in the contest. Checks can be placed in the mail slot of the Chamber office.

At 10 a.m. on Jan. 4th, all businesses and included nonprofits are invited to participate in a social at the Chamber office to announce the winners. Please plan to participate or send a representative for photo ops.

Good luck everyone and happy decorating. Let’s exceed our \$10,000 fundraising goal.

For more information contact Chris Herrmann, Waterloo Chamber of Commerce Executive Director, at chamber@htc.net or 618-939-5300.



Registration Form

The cost to participate is \$25 to cover advertising, printing and yard sign expenses.

Checks should be made out to Explore Waterloo.

Please mail to: Waterloo Chamber of Commerce
P. O. Box 1, Waterloo, IL 62298

Or Venmo @Explore-Waterloo

Registration is due November 15, 2023.

Please include the following information along with payment when registering:

Name of Business:

Business Address: _____

Contact person: _____

Phone #: _____

Email: _____

Monroe County-based Charity of Choice: _____
(Must be a registered nonprofit!)