



Dear NAMA Member,

Thank you for being a part of the North Andover Merchants Association. We are writing to check in with you to be sure you are aware of the benefits available to you as a member of the North Andover Merchants Association. We are also interested in hearing from you to learn how we can best support you and your business. Please be sure to scan the QR code below to take part in a brief member survey.

There are a number of ways that NAMA works to promote your business throughout the year and through special events and activities. Please review the information below so you can get the most out of your membership! More detailed info about all these benefits can be found on our website.

Member Mixers & Workshops

The goal is to offer opportunities for you to learn and network. Offering these opportunities is a priority for NAMA this year. Please reply to the survey to let us know your interests.

Member Directory

Our new [member directory](#) has been published! All members are listed in our directory with the option to upgrade to a full page ad (elite membership includes a full page ad).

Social Media

We are very active on social media and happy to share your posts and events on Facebook and Instagram. Since the algorithms on those platforms don't always place your posts in our feeds, please tag us so we can catch and interact with everyone's posts.

Community Calendar & Newsletter

We recently added a community calendar to our website and started a monthly newsletter that is sent to our 3000+ and growing email distribution list. These are places for members to share events, promotions, sales, announcements and more with the community. We are excited to work with you to populate the calendar and newsletter and share your news!

Seasonal Guides and Promotions

All members are invited to submit an ad to our holiday/seasonal guides including the Winter Holiday Guide.

Community Facing Events Over the years, NAMA has hosted a number of events that provide the opportunity for businesses to connect with the **community including the Fall Festival, Calendar Raffle, Restaurant Week, and the Gingerbread House Walk.**

This year, NAMA has decided to revisit the fall event and move away from the format of the Fall Festival. We are working on a few options with the goal of directly supporting the members of the North Andover Merchants Association. We are excited to share our ideas with you soon and encourage you to share your thoughts through the survey.

Every Monday evening, we send out a weekly e-newsletter, **Merchant Monday**. This newsletter provides all the info about NAMA events and activities. It is also a place to share updates with other members and learn about grants, local events and meetings, and more. Be sure to check your inbox each week for this important email so you don't miss a thing!

Lastly, we want to remind you that the association exists to support the local business community. We work hard to keep your membership dues low while most effectively supporting you. The volunteers on the board of directors rely on your feedback to inform its decisions on how to do that. **We invite you to take this brief survey to help us most effectively support you. Scan the QR code** to get started and as always, you are welcome to share your ideas and thoughts with us at any time by emailing **info@northandovermerchants.org**.

Sincerely,
North Andover Merchants Association Board of Directors



2026 Member Survey