

**Chapter Marketing Call
Discussion Notes
March 12, 2015**

Invited participants:

Chapter Presidents, Chapter VPs/Development, Publications, PR, and Internet Communication Chairs

Please mark your calendar to participate in the next quarterly Marketing call. You will get a Ready Talk invite for the call.

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- August 5
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Best Practices

Marketing at Inc. level – working on design file templates via Dropbox. They are starting to collect best practices from all of the chapters. Look for an invite to start adding in your templates and formats for invites, publications/newsletters, etc. They will all be reviewed and looked at in order to create best practices for templates for chapters to use to represent NEWH as a whole.

Messaging

NEWH, Inc. - All communications/invites are currently going through an NEWH Inc. filter to check messaging, logos, etc. We will be enforcing NEWH messaging to be sure NEWH's mission (scholarship and education) is at the forefront of all messages. We want to be sure we are giving a clear and consistent picture of what NEWH is all about.

Washington DC has used Survey Monkey to get feedback from their events and they have used that feedback to tailor/tweek their future events.

North Central – They've instituted at the chapter level a filter as well – so they have other board members review the invites before going sending to Inc. to broadcast. They use the same kind of template for each event (and a special one for their major fundraising events) so when people receive an invite from NC they know it's an event notice. They also do a price differentiation with events (they look at the cost of attending all of their events member vs nonmember price). They do struggle on how membership is valued. They include their chapter level business members' logo on the bottom of all of their marketing for the year – and they include those logos on the bottom of their event invites. So they have had success letting businesses know that marketing benefit.

Other benefits of a chapter level business membership that you can market at the chapter level:

- Membership is \$400 (\$475 CAD; £250 UK) and includes 2 courtesy memberships and up to 4 additional discounted memberships (half off regular dues)

- The memberships will belong to your business so if someone leaves the company, you can replace the membership with another individual
- Business Member employees, who are not members under the business membership, may attend the primary chapter's programming events, excluding fundraising events, at member pricing
- A premium listing of your business in the NEWH Online Resource Directory, which includes logo, promotional piece, product/installation images, and a link to your website (\$75 value)

If you are having difficulty pushing NEWH's mission of education and scholarship (if businesses do not really see a benefit of this) try turning the messaging around a bit that they would have access to top level emerging talent – those scholarship recipients who will be coming into the industry.

NEWH, Inc. is looking at ways to have members understand the value of membership and putting something together for chapters to use.

Photography

We are going to be developing a photo library and are looking for images from events, etc. that chapters can use. Chapters can then use these pre-approved project shots or stock images to pull from for their chapter needs.

When you are capturing photography at your events for magazine or your chapter newsletters: watch frame of the shot/backgrounds; be sure we can see people's faces; images must be high resolution (300dpi or greater which is about an 8x10 size); record people's name and company names so they can be published in your chapter newsletter or the NEWH Magazine.

Chapter Newsletters

UK – is doing a newsletter quarterly – including a member spotlight.

Toronto – they have gone from a newsletter to a feature page which they are posting every Monday on Facebook. They feature past scholarship winners (where are they now), an event recap, feature on a board member – along with the event notice for the month. They were doing a newsletter that was 15-16 pages every 3 months and they found it was too much work. It's easier now because there's only one person in charge, not the whole board.

San Francisco – has done newsletter in the past. New this year, they are doing interviews for different prominent people in the hospitality industry (locally) – they are either going to do monthly or quarterly. First one was last week.

Washington DC – recharging newsletter effort this year – they have had success in profiling portfolio work of scholarship recipients – showing casing Top ID firms – they are discussing with the board how can they do more project showcasing in their programs, etc.

North Central – does a one page PDF that includes chapter highlights, what's newly opened/remodeled in the area, one feature article, and a thank you to chapter sponsors or chapter business members. They try to keep it simple and easy to read. They are improving their printing practices and have a student creating the event invites/templates. They are very clear to her about what needs to be done for each invite, publication, etc. that needs to go out.

Ideas:

- Really try to show member value – using social media, newsletters, etc.
- Show vendors latest product – or a company’s latest design
- Shout-out/welcome new members on Facebook, put a link to their website
- Show a member spotlight on the website
- Highlight Top ID firms – give them some value for being Top ID firm – show off their work, give them value for their memberships.
- Highlight portfolio work for scholarship students in publications or social media
- Look for a volunteer to develop templates for your designs. Be careful – as a board you should not be paying a member for services. If you have questions on this, please contact the NEWH, Inc. office.

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Tara Mastrelli tara@studiotano.com NEWH Inc. VP/Marketing
 - Brittany Johnson bjohnson@cunningham.com NEWH Inc. Director of Marketing

We look forward to assisting you in any way we can to make your job easier! 800-593-6394