

**Chapter Marketing Call
Discussion Notes
August 28, 2019**

Invited participants:

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

Reminders

- Many chapters are having their major fundraisers coming up – reminder to thank sponsors on social media and on the website! (contact Diane to put on website)
- Are your event recaps on your chapter/regional page up-to-date with pictures and event descriptions of your recent events?
- TopID nominations – deadline to get top 3 winners to NEWH Inc office by Sept 1st – chapter presidents can personally congratulate winners after October 30 – winners will be on banner at BDNY and displayed on website in December
- It's nomination/election time – start mentoring your replacement for next year and/or finding chairs to help you out with various marketing tasks
- Be sure to add event details to invites so people know what to expect at your event - will there be a tour? Speaker? Drinks/apps available? Parking? etc. Get a second set of eyes on your invites - show your invite to someone outside of the industry and see if they understand what the event is and what will be happening at the event. Include in your invitation wording to entice people to sign up – make it exciting!
- Email broadcast reminder: Be sure to give office 2-3 days' notice for email broadcasts – sometimes the office has questions on set up, registration details, etc. and all that does take time and communication back and forth to be sure everything is in order before sending out
- Instagram update – Helen Reed is creating templates that will be emailed to chapters (including presidents, marketing and internet communication chairs) at the beginning of each month of a few things to post for the month, starting in October (i.e. areas may include TopID, Career Network, Inc Scholarships, Green Voice, Leadership Conference news, Magazine deadlines, etc.)
- Chapter status reports on Marketing – what are you doing to promote your events? Your members? thanking your sponsors?

Memphis Mid-South

They have a stuffed pineapple mascot named Presley the Pineapple – they've passed it around to their TopID firms and they also took to Vegas and posted Instagram pics. They set him in different places and they are having fun with that.

South Florida

Golden Palm – October 25 – did a video that's really cool (on their Instagram and Facebook page). They are trying to market outside of the box on stories in Instagram, like flamingo dancers and suggestions what to wear, adding thank you to sponsors, etc.

The video is kind of a teaser for the event. They are working on a theme where every year they travel somewhere – maybe like a local flavor and they will be able to get a scholarship based on that.

Location every year they'll be 'travelling' to different locations throughout the world for their theme – so they'll base the year's theme on that location. Working with designer on a passport type item.

They did bring on a new person that specializes in marketing and they are mentoring her now.

Atlanta

They've been doing pretty well with marketing in Atlanta. This year they do not have a publications chair which is a hard to put out their publication without a person in place. Their presence on Instagram and Facebook has gone up this year.

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Leigh Mitchell leighmitchell@mza-usa.com NEWH, Inc. VP Development
 - Helen Reed helenreeddesign@gmail.com NEWH, Inc. Digital Director
 - Trisha Poole trisha@designpoole.net NEWH, Inc. Past President

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

Sample email for Instagram Takeover (to your Top ID winners, sponsors, etc.)

Hello Top ID winners!

We are so excited for your teams and want to congratulate appropriately during the next three weeks of February! NEWH would like to highlight your firm during a “NEWH INSTAGRAM TAKEOVER” for a week in February. We will provide the Instagram login for you to give to your teams as well as a program to follow:

Requirements:

1. 3 permanent posts on the NEWH feed
2. As many stories as you can! We want to see what it’s like during your teams day-to-day

Ideas for the Takeover:

- Vendor presentations
- Schematic boards
- Team meetings

Schedule

Week 1: Feb 11-15

Week 2: Feb 18-22

Week 3: Feb 25-Mar 1

Please respond to this email claiming your spots, first come first serve!

Please also include with the email this link of NEWH Instagram Guidelines:

<https://www.newh.org/wp-content/uploads/BoardResources/Marketing/NEWH%20Instagram%20Guidelines.pdf>