

**Chapter Marketing Call
Discussion Notes
June 13, 2018**

Invited participants:

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

Event Invitations

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? etc. – include in your invitation wording to entice people to sign up – make it exciting!

Chapter/Regional Website Pages

Look at your Chapter Page on the NEWH website – this is the first thing potential members see when clicking on your chapter – does it pull you in?

- Do you need current photos/updated banner images?
- Does your landing page need a refresh – change it up and make it your own!
- Are your event dates online correct? (these dates are pulled for the NEWH magazine)
- Are you highlighting new members, or an active volunteer member?
- Are you thanking your event sponsors, or have their logos scrolling on your page?
- Do you have event recaps listed? Some chapters haven't posted an event recap for quite some time. The event recap area is one that those potential members may be checking out to see what kinds of events your chapter/region has had – if this isn't up to date, they won't feel like they've missed anything!

Let us know what you would like and we can help you update! Email requests to Diane at diane.federwitz@newh.org

Material to Post to Instagram/Social Media

If you are looking for 'filler' news to post...

- look at NEWH emails that go out – including Leadership Conference emails, Inc. scholarships open, etc.
- look at the recent magazine edition and see what member news is from your area and repost that (digital versions available on website under Resources)
- take a look at the News section of the NEWH website - you'll find many RSS feeds there that feed into that page daily and can use that information to use for your posts.

Need some Instagram posting guidelines? See <http://www.newh.org/wp-content/uploads/BoardResources/Marketing/NEWH%20Instagram%20Guidelines.pdf>

Helen Reed will be creating templates for Instagram that we will share with chapters to help market the Leadership Conference.

Event Photos

Please upload event images to Flickr as well as your Facebook pages. From Flickr, Diane will link to your event recap pages on the NEWH website. (unlike Facebook, from Flickr we can save the high res photos for you on our server for use in the future).

Also upload event photos to Facebook in an Album per event so people checking out your Facebook page can view them there as well.

Email Broadcast Reminder!

Please be sure to give 2-3 days' lead time for all blast requests to NEWH office.

Also – a reminder of Diane's vacation in July 4-13 & 20; Aug 8-9 – be sure to contact her prior to those dates if you need any emails sent out or scheduled. Any broadcasts requests coming in during that time will not be sent out until her return.

TopID Nominations

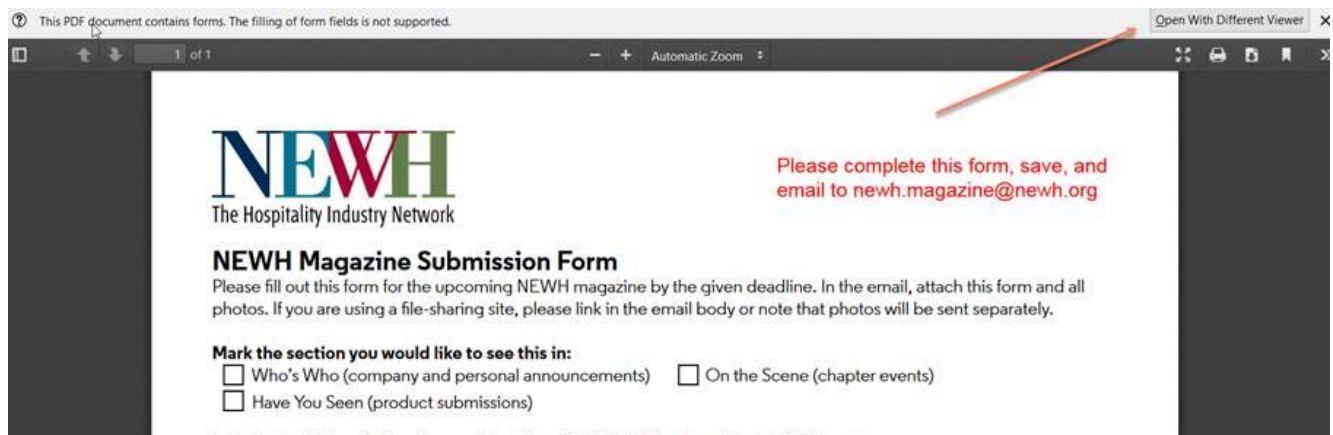
Nominations are due to the chapters/regions by July 1. Be sure you are getting the information out through Instagram, Facebook, etc. to remind people get in their nominations! If you'd like your chapter/region to have a deadline extension, let Diane know. (The September 1st deadline when your TopIDs are due to the NEWH office will not be changed.)

All TopID information is available on the NEWH website in Board Resources / TopID folder - <http://newh.org/boardresources/topid/>

Discussion Topics:

Magazine submission form - can this be a fillable PDF form?

This actually is fillable already - if you are not seeing this as a fillable form, it may be the browser you are using – please see this link and if your browser asks you in the upper right to open with a different viewer, click on that: <http://www.newh.org/wp-content/uploads/magazine/NEWH-Magazine-Submission-Form.pdf>



From there, you can open in Adobe Acrobat (or the PDF viewer you use – if you use a viewer that can handle editable forms it should work – then save it and you can pass that PDF around for other people to edit). The submission form is also attached to the end of these minutes.

Updating Board Bios on the Website

How do we get board members' bios up on the site? Send the information into Diane, or board members can update their own profile in the My Account section (after they have logged in).

Event form/script/event checklist request

To include reminders to thank sponsors, thank hosts of the event, thank photographer, etc. – something that may be helpful for marketing chairs to give to the person in charge of events. This will be put together to share with chapters. Here is a form template you can use/tweak for your events: <http://newh.org/wp-content/uploads/BoardResources/ProgrammingFundraising/Event-Script.doc>

Chapter Status Reports

Dallas – working on getting their Instagram page a bit more active.

Northwest - has learned not to make Instagram posts too graphic heavy because people don't tend to interact with their page. Tagging people in their photos tends to bring people to their posts.

Sunshine – they have divided and conquered – lots going on with marketing. They have their calendar laid out for the year and their sundowner locations have been planned so they are able to create the flyers and get those scheduled for email blasting in plenty of time. For event recaps, they have one person in charge for each event of getting that information to the marketing director and then that person sends it on to Diane.

Houston – got a lot of good information at last IBOD meeting so are going to use that ramp up their initiatives.

Memphis – they have an event coming up next Thursday but will have some door prizes. They are hoping to get some Instagram posts on those items and the donors – suggestion was to put them all in one post if they don't want to post too many times in one week.

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