

Chapter Marketing Call Discussion Notes June 12, 2019

Invited participants:

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

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

- August 28
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Reminders

- Look at your Chapter/Regional Page on the NEWH website – this is the first thing potential members see when clicking on your chapter/region – does it pull you in? Update your banners images or text on the page to make it your own – send updates to Diane in the Inc office
 - Are you event dates correct?
 - Are your event recaps updated with pictures and past event descriptions?
 - Are you thanking your annual or event sponsors on your website pages?
- Create a member spotlight on your NEWH website page, highlighting a member each month
- Get the word out about TopID nominations – deadline is July 1st
- 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!
- Email broadcast reminder: Be sure to give office 2-3 days' notice for email broadcasts – also reminder of Diane's vacation July 5-12, 19 and August 5-9. 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.
- Chapter status reports on Marketing – what are you doing to promote your events? Your members? thanking your sponsors? Share what's working for you!

Annual Sponsorships

Many chapters offer annual sponsorships for the year – see what they are offering and feel free to use this as a starting point for creating your own annual sponsor menu!

<https://www.newh.org/wp-content/uploads/BoardResources/ProgrammingFundraising/AnnualSponsorship-Samples.pdf>

Chapter Status Reports

Chicago – Their marketing person on maternity leave – but things are working well with others filling in. Have put their events are on Facebook calendar which is working well – the details are then sharable – so people can share it on their own pages.

Member Monday – doing it both on Instagram and Facebook – they’ve highlighted board members so far – (where we work, why we get involved, why we enjoy NEWH) – along with a photo. Once they are through board members, they plan to highlight more active members. They’ve had 30 new followers in last month on Instagram

Northwest - Trying to be active on Instagram and Facebook. Something they started this year – focusing on sustainability – every month they have a sustainable snapshot/notes of what designers can do to be more mindful – and they developed a graphic for that – they post them at the beginning of the month. Have seen an increase in followers. One challenge, using marketing as an opportunity for all their sponsors and giving them a shout out on Instagram – is taking more time than anticipated.

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.

It is a lot of work (post and takeover of Instagram) – they have requested 6 pictures and it’s more streamlined.

Note: Helen Reed will be working on guidelines to make Instagram takeover a bit more simplified. See sample Instagram takeover email on last page of these minutes.

San Francisco - Have had restructuring of marketing position. Started implementing Travel Tuesday – trying to incorporate Neocon since it’s going on right now – and they did highlights from HD. It has been pretty successful – whenever they post marketing stuff with local things, they don’t get as many likes as they do when they do more broad posts.

Sunshine - They are thinking about focusing on TopID on Instagram (more traffic) – they try to keep all updated. They are a little behind on promoting for their fundraiser this year – it’s in October – they are struggling in creating a little bit of interest – Kentucky derby this this year. In the past they did trivia to help promote the event, but are looking for something to create hype. Seems like monthly sundowners are pretty consistent even if odd dates.

South Florida - They are looking taking on some advice from board training – looking at rebranding mingles. Looking to develop a sponsor menu – you can find template for sponsor menus online. (see page one) They are trying to get more traction on Instagram and update bios for their website.

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>