

International Weekend

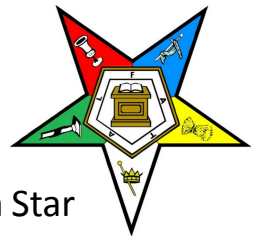
Marketing our Order

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Agenda

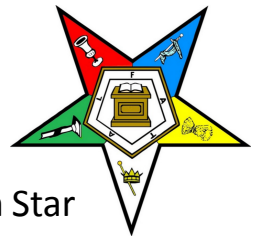
- Marketing - What does it mean to OES?
- Why it is important
- How to do it



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What is Marketing?

The process of creating, communicating,
and delivering unique messages and
offerings that have value for a customer.



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Why is Marketing Important?

- WE are the best kept secret!!
- Keep existing and prospective members engaged
- To let our communities know about our good work
 - Improve community support
 - Potential to gain new members



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Marketing to Keep Members Engaged

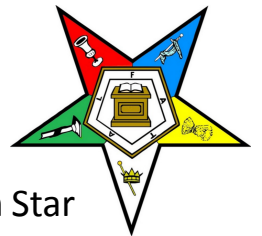
- Marketing must be done through various means to ensure visibility by members of all ages
 - Online (social media and website)
 - Print (calendars, invitations, newsletters)
 - Personal communications (reach out to your members individually)
- Ensure enough time to generate interest
 - Calendars fill up fast! Ensure your events are 1st on the list!
- Make your marketing efforts shareable
 - Regardless of mediums used, make sure your members can extend invites to friends and family to gain more attendance at your functions.



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Marketing to Drive Community Involvement

- Develop programs that the community can attend
- Utilize public means to promote the event
 - Local newspaper or radio
 - City / Town social media pages (i.e. Facebook)
 - City / Town website community listings
 - Posters in well trafficked areas (library, city hall, restaurants, etc)
- Create professional looking content
- Advertise OFTEN!



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How do we market Eastern Star?

- ✓ Who we are - Elevator Speech
- ✓ An Event - Who, What, When and Where

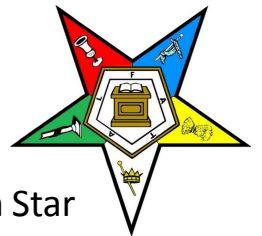


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Marketing Eastern Star

How do you describe Eastern Star?

What is your Elevator Speech?

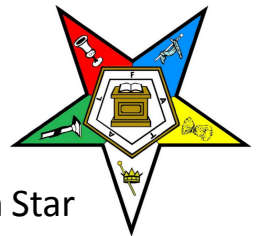


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Elevator Speech

- A brief, persuasive speech to spark interest in what our organization does
- Lasts 30 seconds
- Treat it like a commercial about Eastern Star
 - Why what we do is important to the person we are speaking to
- Make it Memorable!



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Elevator Speech

Prepare your speech

Practice, Practice, Practice

[illegible]

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Event

- Chapter Newsletter / Calendar
 - Invite other bodies
- Email to Members
- Facebook
 - Chapter Page
 - Community Page



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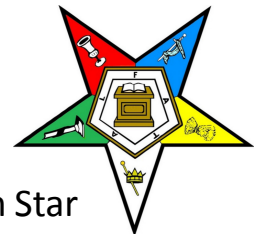
Event Planning

- Ensure that you have enough time to properly plan the event
- Things to consider:
 - Other events in the same time frame
 - Weather concerns
 - Resources to market the event (where will you publicize it...consider lead times)
 - Establish a team to support the event



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Marketing The Event



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Marketing Resources

- Canva (www.canva.com) - develop professional graphics / banners / flyers etc
- PosterMyWall (www.postermywall) - create flyers and posters for events
- Piktochart (www.Piktochart) - create variety of marketing resources



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Thank you
for listening!!!

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