

Marketing Committee Handbook



REVISED JUNE 2021

TABLE OF CONTENTS

OVERVIEW OF COMMITTEE	3
Committee Purpose	3
National Chair and Co-Chair	3
Regional Chairs.....	3
Chapter Chairs	3
DUTIES OF PR/MARKETING CHAIRS	4
National Chair and Co-Chair	4
Regional Chairs.....	5
Chapter Chairs	6
MARKETING.....	7
TEMPLATES AVAILABLE	7
Conducting Chapter Business.....	7
Marketing Templates	8

OVERVIEW OF COMMITTEE

Committee Purpose

The Marketing Committee shall be responsible for conducting (in conjunction with Membership committee), monthly interactive opportunities to share best practices for publicizing NAWIC at all levels – Nationally, Regionally, and Locally. The goal of this committee is to unite NAWIC in a common vision so it can operate in a focused, strategic manner.

National Chair and Co-Chair

NATIONAL The National Co-Chair is selected by the incoming President-Elect based on recommendations from the National Chair. The Co-Chair serves a two year term, moving into the position of Chair, after completing a year of service as Co-Chair.

Regional Chairs

REGIONAL The Regional Chair is selected by the incoming Region Director. The Regional Chair serves a two year term, if so requested by the Region Director. The Regional Chair can be assisted by a Co-Chair.

Chapter Chairs

CHAPTER The Chapter Chair is selected by the incoming Chapter President. The Chapter Chair can be assisted by a Co-Chair, and other committee members (highly recommended).

Suggested committee members include: Webmaster, Social Media coordinator, Calendar/Press Release coordinator, others as needed.

DUTIES OF MARKETING CHAIRS

National Chair and Co-Chair

How tasks are delegated from chair to co-chair is up to the women who are holding the positions, and may change from year to year.



*Effective communication
is key to successful
committee interactions.*

Tasks that are a *must*:

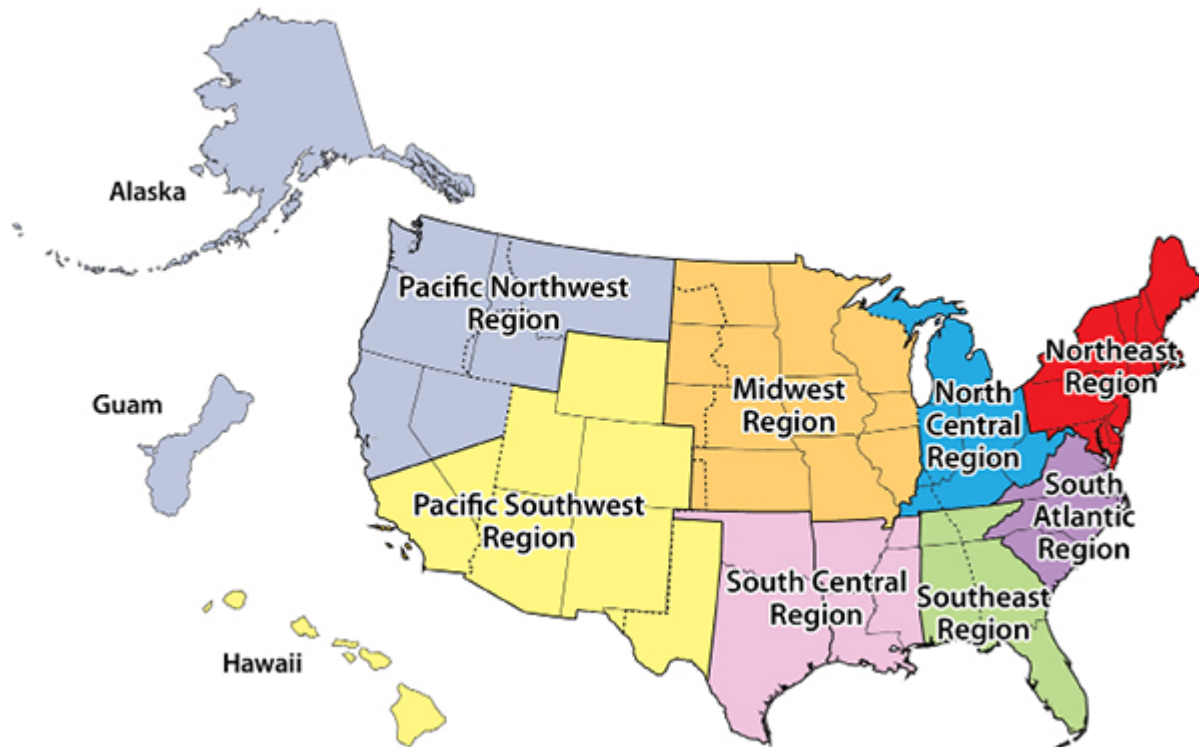
- Organize and administer annual PR/Marketing contest for AMEC awards
 - Organize and conduct meeting for all incoming Chairs (Regional/Local), Region Directors and Chapter Presidents at Annual Meeting
 - Introduce new Chairs
 - Distribute handouts
-
- ### Recommended tasks (with ~some~ flexibility):
- Develop goals for year
 - Define a reporting method that gathers data from regions & chapters (SurveyMonkey has been used previously, but this is not mandatory)
 - Interact and respond to inquiries from regional PR/Marketing chairs...also field questions from Membership chairs as these two positions are often one position in many chapters and perhaps in some regions
 - Monitor committee page on national website and make recommendations for improvement as necessary
 - Update committee page layout/documents/templates as needed
 - Communicate with national officers on expectations and committee priorities
 - Recommend successor (co-chair) for following year
 - Administer national marketing awards
-
- Conduct monthly conference calls/webinars (traditionally co-hosted with the Membership Committee) and Region Committee chairs
 - Provide monthly article for the *Connection* newsletter (Chair or co-chair, based on delegation)
 - Prepare Mid-Year and Annual reports to National Board of Directors (Chair)

Regional Chairs

A co-chair can assist the Region chair if desired.

Effective communication is key to successful committee interactions.

- Communicate with her region and it's chapters about the National challenge, in addition to any independent "challenge" she has for her region specifically
- Communicate with national chairs, regional director, and region's chapters (i.e. touch base with chapter chairwomen to see how things are moving along and to facilitate marketing practices)
- Contribute articles to the regional newsletter and region event programs
- Respond to inquiries from chapter Marketing and Membership chairs and relay info to National Chairs if necessary or if further research/ information is needed



Chapter Chairs

A co-chair and committee members can assist the Chapter chair (highly recommended).

- Talk with Chapter President and Marketing Chair from the previous year
 - Ask what worked and didn't work for with regards to Marketing
 - What can be improved
- Ask for list of contacts for Press Releases from previous President and/or Marketing Chairs
- Ask for list of logins and passwords from Chapter Webmaster for Social Media outlets (Facebook, LinkedIn, Twitter, Chapter website)
 - Use hashtags in all posts
 - Create Save the Date events early, then promote as events get closer to time
- Gather a committee – highly suggested!
 - Social Media guru (website templates on National Website)
 - Photographer
 - Press Releases writer/manager: (templates on National Website)
 - Event document developer: Invitations/Brochures (templates on National Website)
- Check with new Chapter President on upcoming/planned events for coming year.
 - Plan when Press Releases will go out before the events, schedule in time for deadlines for each Publication
 - i.e. The event happens in the middle of next month, but the publication has a deadline of 10th of this month for notices for next month
 - Gather enough information to publicize the event and get the press release to the publication by the 10th of this month
 - The information in the press release can be simple – event name, date, time, location, website link for more info, contact information for more info
 - Have all the details updated on the website link as soon as possible
 - Plan when post-event Press Releases will go out with PHOTOS!
- Gather templates from previous Chair, or find samples on the National Website for Brochures, Letterhead, Presentations, Business Cards
 - Brand your Chapter with the NAWIC brand
- Adhere to the NAWIC Social Media policy found in Section A Policy #11 (page 13) of the NAWIC Operations Manual ([Link to policy on NAWIC website](#))
- Adhere to Website Guidelines
- Adhere to National Brand Standards

MARKETING TEMPLATES AVAILABLE

There are a number of templates and documents available on the National website to assist Chapters and Chapter Marketing chairs. These documents and publications can be used to market and publicize all things NAWIC. These are provided to prevent “recreating the wheel” for Chapter chairs, and are recommended so a unified brand is presented to the world outside of NAWIC.

Templates include the NAWIC emblem and logos, which according to NAWIC policy #2 cannot be changed, since they are registered with the US Patent Office. For more information, see page C-18 of the Operations Manual. Using templates helps maintain the integrity of the NAWIC emblem and logos.

Instructions for using Templates: Right click on each template and click "save as" to download the Template. Once downloaded and opened in the correct Microsoft App (Word, PowerPoint, Publisher), you will need to make your own changes to the name, emails, phone numbers, etc.

Conducting Chapter Business

- Business Card Templates – print your own by choosing and downloading one of four options. You can also order direct from the NAWIC office (only one design available).
- Calendar of Events Template – use to publish your scheduled events for the year.
- Letterhead Templates
- Meeting Schedule Template – provides an overview of scheduled meetings for the year, with sponsorship opportunities
- Sponsorship Booklet Template – with suggested Sponsorship levels
- Certificate Templates – recognize your members, event participants, and speakers.
- Brochure Templates – download both sides of the templates available to create a two-sided brochure
- Emblems and logos
 - For use in Letterhead, brochures, and business cards
 - Plumblines and NAWIC Builds available
 - Formats include png, jpeg, tiff, eps, and ai
 - For use with promotional items, contact National office for high-resolution images
 - Note: See Page C-18 of the NAWIC Operations Manual for specifications on use of the NAWIC emblem and logos
- Marketing banner – large standup banner design which can be commercially printed, with room at bottom for Chapter information.

Marketing Templates - cont'd

- [Marketing banner](#) – large standup banner design which can be commercially printed, with room at bottom for Chapter information.
- [Marketing flyers](#) – sample flyers from multiple Chapters across the US, for numerous events.
 - Use to gain ideas about events to conduct.
 - Contact individual Chapters for additional information about event
- Media Template - Similar to a Press Release, asking a Media to include a Chapter event on the Media's calendar of events
- Networking Event Template - Use as foundation for Email notification of a Networking or other Chapter event
-
- Newsletter Templates
 - Word format
 - Publisher format
- Press Release Template
 - Use to notify Media outlets (Newspaper, Radio, TV, other Association publications) of upcoming or transpired NAWIC Chapter events.
 - If used after event, include photos for publication.
- Powerpoint Templates