

Marketing Session Notes from Leadership Symposium

Saturday, July 22, 2023

Started with this statement:

Every public relations/marketing team is challenged to do more with less — especially nonprofit organizations. Often, resources are tight, and teams are small. Sound like your affiliation?

Well let's see if we can give you some helpful information and share some ideas.

We began with Chapter 4 “Public Relations”. This chapter is from the National Council of Catholic Women Guidance and Resource Manual. It is full of Information about all aspects of the Council of Catholic Women. Every affiliation President should have a copy of this manual, but it would be useful to every member as well.

MarGETing Your Affiliation

For the purpose of this session, we are going to misspell the word “Marketing”. We are going to spell it “MarGETing” because we want to see what marketing will GET us!

Meanings:

Public Relations: The actions of an organization in promoting goodwill and a favorable image between itself and the public.

Marketing: The total of activities involved in the transfer of goods and services to meet customer or consumer needs.

As you can see from the two definitions, they are very much the same especially as we apply them to the Council of Catholic Women.

What do you think we will achieve (“Get”) by marketing the Council of Catholic Women?

- Awareness of our organization – our mission and achievements
- Increase Membership (Keep them involved)
- Increase participation in our fundraisers and events.
- Partnering with other ministries
- Advertising our affiliation

What is the Who of Public Relations

The “who” is your public relations chair/committee. (with the assistance of entire membership of your affiliation.)

How many of you have a public relations chair/committee?

Only two people raised their hand.

What are their responsibilities in your affiliation?

Advertising events.
Bulletin
Newsletters

What should she and/or her committee do?

Directions for these responsibilities see page 85-87 of Chapter 4. The complete instructions are there to help you accomplish the following:

- Flyers, Posters and Brochures
- Newsletters, Bulletins, and calendars
- Radio and Television Advertising
- Information about Interviews
- Establish Press Relations
- Writing a Press Release
- Photographs and Images.
- Distribute business cards to members to share with those they speak with that include affiliation name, where they meet, when they meet and contact information for one person in the affiliation (President or Publicity Chair)

Public Relations and Communications from A to Z

See Page 95 & 96 of Chapter 4

Ginny said she would like to go through these with them as she has some additions and feel you may too. Add the following to the A-Z list:

- A – Announcements in Bulletin
- B – Business Cards
- F – Focus – Publicize your plans for the year using artwork, pictures, etc.
- L – Logo – Have a logo on all reports, publications, letterhead, etc.
- N – Newsletter - Use your logo in your newsletter.
 - New Members – Keep them busy and involved in your affiliation.
- T – Thank you – This is a great way to publicize your affiliation. Thank those who donate to your event, a speaker, your spiritual advisor, etc.
- U – Update – your bulletin announcement. Do not leave it the same every week. People will cease to read it!

How do you market your affiliation?:

Ask your pastor/spiritual advisor to promote your meetings and/or events at Mass.
Bulletin – Change your weekly announcements regularly. DO NOT leave it the same every week. People will skip over them.
Newspapers

Word of Mouth

Image Brochure (See attached example)

Advertise in social media – Email, Face book, Your website, Parish website, Deanery Website. Don't forget to include pictures!

**Do you involve other ministries in your parish? How?
This could attract new members.**

Attend their events.
Attend their meetings and ask them to join your ministry.
Ask them to assist you with an event you are holding. Work together.
Have ministry fair.
How about an International Lunch or Dinner
Help them in any way you can.

How to retain a new member or visitor:

Give a visitor one of your affiliation image brochures (see example) that should include a membership application.

Every new member should receive a new member folder. (Content list and examples on the ODCCW website.

Immediately involve the new member (No, don't make them President!) in the activities of the affiliation - committee member, help with snack at the meeting, take advantage of their talents, etc.

Do you have any questions and/or points you would like to share?

Can the membership folder content list be put on the website? Yes, it will be posted on the ODCCW website.

Can we have a CCW Sunday? This is determined by the Bishop. Contact our ODCCW President, Lisa, about this.

Can you use the NCCW logo? I believe you can but check with NCCW.

Can you have your own newsletter? Yes. Use it to publicize your affiliation as well as sharing information/news with your members. Be careful about copyrights and plagiarism (see page 96-97 of Chapter 4). Someone should proofread it before it goes out.

Additional Information:

The What of Public Relations/MarGETing

Good public relations with the community.
Our public relations responsibilities to our membership.
Public relations coordination with council leadership.

The Why of Public Relations/MarGETing

Our philosophy, positions, and activities should be regularly explained.
Our ideas and responsibilities as women in the Church have grown.
Inform council members and the community of our accomplishments and activities.

(Blow your own horn)

The Where of Public Relations/MarGETing

There is no limit to where! (Shout from the roof tops)
Extensive list on Page 81 and 82 which will give you some ideas.

The When of Public Relations/MarGETing

Keep the name and positive image of CCW before the membership and public at every opportunity. See page 83 and 84 for guidelines for announcements and features as well as important happenings to report.

Closing Statement:

Our affiliations need marketing tactics/public relations that will amplify our mission, encourage participation in activities/fund raisers, attract new members, and help your affiliation grow better.

(If I can help in any way, please contact me at josephhhagan@bellsouth.net or call 407-314-0310.)