

## Area 2 Marketing/PR Annual Report (2012-2013)

*As Marketing/PR Coordinator, my job is to help improve Area 2 chapters' marketing effectiveness. My overall goal is to increase chapters' knowledge, understanding and capabilities, enabling choruses and quartets to better market themselves.*

*For the past several years, I've encouraged Area 2 chapters to improve their internet presence. Today, Area 2 leads Harmony, Inc. with the highest web-based presence: 14 (of 15) chapters have websites and 10 their own Facebook page!*

- **Marketing/PR Support.** Regularly provided support & advice to Area 2 chapters on marketing/PR topics, recruiting strategies, increasing awareness, etc. Published several emails via Council or HC e-groups: hints, tips, sample promotions, training info, marketing suggestions, etc. Contributed content to Area 2 website. Updated Area 2 Chapter Directory. Negotiated HI literature display at NED Eastern Spring Convention in Chelmsford. Had signs made for 2013 flash mob (cancelled due to weather).
- **Borderlines.** Contributed articles on several topics: ideas for fall performances; new Generations Chorus director; IC&C PR tips; Area 2 awards history; Singing Valentines; and social networking.
- **Associate Dues.** Drafted proposals for both Area 2 Council and IBOD, to encourage payment of Area dues, increase revenue & help restore morale across membership.
- **Free Vocal Lessons buttons.** Sold remaining inventory – \$80 for Youth Outreach!
- **AC&C Craft Class.** Conducting class this year on Marketing/Selling Performances.
- **Harmony corporate.** Spearheaded creation of NEWS segment for HI website, provided content for 'In the News' (featuring much about Area 2 quartets) and rewrote the 'Press Room.' Regularly contributed suggestions toward ongoing HI marketing, HI website, strategic initiatives, etc. Participated in marketing focus group at IC&C.
- **Consulting.** Provided marketing/PR support to: California Note Catchers re: free vocal lessons; Sea Belles re: promoting their membership recruiting tools & success.

### **Recommendations:**

- **Marketing/PR Exchange.** We all benefit from others' success stories, membership ideas, advice on obtaining grants & sponsorships, internet tips, fundraising, etc. The more ideas, the better! Let's make sharing ideas an even bigger priority for 2013.
- **Attracting Young Women.** Recruiting younger women should be a major focus if we want Area 2 to grow, thrive and retain its vibrancy. An active social media presence is key to expanding our reach and attracting younger women...a "must" in today's world.

### **Futures: What Marketing/PR help, support or assistance do Area 2 chapters need?**

- Marketing/PR, membership or fundraising workshops this summer?
- Chapter visits to discuss topics of interest, develop strategies, create action plans?
- 1-on-1 consulting (phone, email or visits) tailored to chapters' specific needs?

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