

Marketing/Public relations Monthly Update: April 2011

This format is designed to reference the original goals for 2011 and what has been done in the last month to support/achieve those goals. In addition, notations indicate programs/efforts new this year.

1. Conferences:

Goal: To assist conference volunteers in meeting their registration goals

- Ambassadors: current count: 197; activities continue through presentations at coffee hours, etc.
 - Recent recruitment effort with Ambassador Leadership Team yielded ___ new ambassadors
 - Developing survey to collect level of participation
 - Ambassadors will be asked to present material about conferences in need of support to reach goals and will receive one-pagers, flyers, postcards, etc. for these conferences
 - Develop schedule for stories to post on Ambassador Facebook page for next four months
 - Develop survey to evaluate their level of involvement via Survey Monkey
- Develop marketing tools for conferences, working with conference marketing reps – NEW this year

For each conference in need of help to reach goals we will do a variety of promotions that may include:

 - Develop and mail print materials (one-pagers, flyers, postcards)
 - Provide list of former conferees for conf. volunteer group to phone (the LOAS 2010 model)
 - Write and send out press releases.
 - Work with conference marketing rep to identify targets for
 - Print materials,
 - Web site postings
 - Newsletter articles
 - Media buys
 - SIC Facebook page
 - Develop schedule for stories to post on SIC Facebook page for next four months to promote conferences

Specific conference marketing – New this year

- Natural History Conference – Lynn Haggerty; Theme: Farm to Fork - Sink Your Teeth into Finding Health, Community and Sustainability through Food
 - Develop three-fold flyer to distribute at natural food stores, farmers' markets, etc.

- Produce list of former NHC shoalers for NHC conference vols to call and/or to receive flyer
 - IA Conference – Beth Miller; Theme: Water as a Resource and a Right
 - Meet with Beth 4/20 to develop plan
 - LGBTQ – New Conference
 - Produce flyer written by LGBTQ advisory member Mike McGrail
 - Sent press release written by McGrail to usual media list plus LGBTQ targets including UUA and UCC ministries with interest in LGBT issues
 - Emailed to all UCC and UU churches: two-pager (with photos) embedded in email message on our target lists - about 650 churches in all.
 - Followed-up with UUA LGBT ministries who are very happy to hear about the conference: Made LGBTQ version of Star Island Poster
 - Delivered flyers to local LGBT book club
 - Emailed note from Sandra to all ambassadors asking them to take part in promoting LGBTQ; reminded them that Sharing is Caring - our shortened trope for Island Citizenship
 - Wrote to LGBTQ advisory group asking them to continue to work to promote LGBTQ and other conferences as ambassadors.
 - Historical Star Conference – New Conference
 - Continued to distribute flyer and postcards
 - Promotion through Dennis Robinson’s web site and newspaper column
- Continued to work with Dave Anderson to develop a new initiative to support the conferences; the parts of the initiative related to optimizing the website and using email to support the conferences was reviewed and recommended by Marketing Task Force; a meeting has been scheduled for 4/22/2011 with Dave to discuss the specifics of implementation of these concepts; am working with Dave and Gary Kunz to create a feedback opportunity at the spring Council of Conferences meeting.

Goal: Reach out to UU and UCC churches

- Mailed 500 posters to target UU and UCC churches
- Sent email to same group re: LGBTQ – see above

2.) New Core Conferences – see LGBTQ and Historic Star above

3.) Kindred Purposes (Example: Educational groups; kindred religious organizations, charitable funding organizations (United Way, NH Charitable Trust, etc.)

Goal: To introduce new groups/people to Star Island through their affiliation with schools, funding organizations, etc.

- Attended events for the Propeller Club of Portsmouth, the International Facilities Management Association regional reception in Boston, the New Hampshire Center for

Non-Profits Forum for Executives, and the Portsmouth Chamber of Commerce breakfast with the Governor of New Hampshire.

- Supported the development of the plans for the 2011 Gosport Regatta, which will be held on the weekend of June 10-11, 2011; details are included in the Development Report in this packet; solicited and secured sponsorships for the regatta.

No direct activity from Priscilla; Joe is now managing all day group visits.

4. Personal Retreats

Goals: To generate additional revenues and extend the reputation of Star Island; long-term goal find new audiences for existing conferences

No recent activity – planning packages for contingency plan

5.) Over-all Marketing and Public Relations Outreach through the year:

Goal: Place and promote stories that feature Star Island in all media and promote SIC fund-raising events

- Gosport Regatta
 - Worked with consultant to support effort to promote regatta
 - Gathered background material and photos
 - Met with consultant re: next steps
 - Met with internal committee re: next steps
- Produce videos for web site, ambassadors and general use; to be available on SIC website and via Youtube, on CD in Quicktime and on DVD for other media (televisions)
 - Worked with Sara Schoman on final edits on three 3-minute videos
 - Introduction to Star Island
 - Conferences
 - Spirituality and Learning
 - Videos to be shown at annual meeting 4/30
- Placed ad in Boston Globe special NH Travel pub: Star Island: Come for day; Stay a Week; Remember for a Lifetime
- Gathered media rates for other markets; plan budget for media buys

Compiled by Priscilla Hodgkins and Vicky Hardy.