



MNWT Marketing Comm Chair

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2018-2019 Plan of Action



Goals & Implementation

1. Develop a marketing strategy to utilize local colleges/votechs

- a. Work with all District Directors to develop a listing of local colleges/votechs
- b. Contact the marketing departments to set up student-developed assignments
 - i. To attract new members
 - ii. To develop programs to market WT in the area;
- c. Contact the colleges/votechs to find out if there is free space available for chapter use (i.e., meetings, projects, expos, forums, etc.)

2. Encourage our organization to embrace new technology and Social Media

- a. Promote Google Drive for storage and archiving (chapter, district, and state)
- b. Utilize MailChimp to set up an eBlast program (CMH, NEWSLET, DD letters)
- c. Work with chapters to set up (or improve) Facebook pages, and chapter WT Google Sites
 - i. Present at least one (1) webinar on how-to-do use Facebook and other Social Media
 1. Demonstrate how to share posts
 2. Explain the usage for the different SM platforms
 3. Demonstrate how to schedule out FB posts
 4. Encourage the use of hashtags and virtual event creation
 - ii. Set up Google Site template for chapter usage
- d. Promote #wtShoutItOutLoud! #wtRocks and convention hashtags to membership for usage on Social Media platforms

3. Create Press Releases for each MNWT Convention and submit them to local media

- a. Work with PR SPM (if filled) to report on the happenings at each convention
- b. Work with President/PA to send PR out following convention for those who were honored (i.e., Presidential/Programming Award of Excellence, Medallions, Pins, etc.)
- c. Submit to USWT [online contacts](#) from at least 60% of all chapters
 - i. Utilize the USWT PR online submission form
 - ii. Allow access by local, district, state and national officers

4. Continue to support programs developed by the last Marketing Committee

- a. Promote and continue the "Why" campaign
- b. Promote the Bucket of Sunshine (MNWT Statewide Project)
- c. Work with the Expo Coordinator and convention hosts to get vendors for the Fall State Project Fair/Expo
- d. Reorganize the Marketing Committee by moving "Branding" and "Expo Coordinator" under Promotions; consider adding PR and NEWSLET, to this area
- e. Finding business sponsorship opportunities