

Marketing Committee
ADSOEF
July, 2020
Submitted by Jackie Thase-Burch

Marketing continues to participate in meetings held by Fundraising, Scholarship, and Educational Funds. Marketing has been participating in webinars for marketing/fundraising ideas.

Last fall ADSOEF brochures were updated and distributed to the chapter Presidents and representatives at the fall meeting. It was also uploaded to the ADSOEF website.

A Google slide show was created for the April 2020 convention to showcase all the recipients of the funds that were distributed. As the convention has been postponed, this presentation can be altered to be shown all or in part during the annual meeting to be held in August via ZOOM. It can also be uploaded to the ADSOEF website.

Marketing oversees the ADSOEF Facebook page and posts updates regarding State meetings, ADSOEF meetings and supports fundraising during holidays and Giving Tuesday. It supports Scholarships by announcing availability and due dates. Those who received awards were showcased. It has shared information and photos about leadership meetings and Lifelong Learning events such as the Cincinnati Biennial Seminar.

Members who would like to communicate with family members and friends about a gift idea will soon be able to do so with a premade postcard stating a variety of options for a monetary donation in their name.

During the COVID shutdown, the ADSOEF Facebook page shared fun and true facts about how the teachers and students were adapting to the new normal. Some information from the Governor was also shared so that those no longer in the classroom on a daily basis would have a glimpse of what was happening in the educational realm.

In addition, information from DKG International has also been shared to help reach and remind as many members as possible about the online convention happening in July. Information from various Ohio chapters and DKG Ohio has also been shared.

Various educators have been showcased with class projects and attending inservices.

It certainly is not all business, as funny memes are shared, along with inspirational quotes and historical information about DKG and education in general.

The Facebook page has 57 who follow Facebook regularly.

Number of people reached:

Oct 12, 2017 - Dec 31, 2018	284 people	5 shares
Jan. 1 2019 - Dec. 31, 2019	3375 people	41 shares
Jan.1. 2020 - July 8, 2020	5072 people	75 shares