



NEW MEXICO ORDER OF THE EASTERN STAR

A Chance to Grow our Organization

Marketing

The reason for this resource tool kit is because if we don't change our declining membership numbers, the fact is:

“We simply won't be.”

Overview of some marketing initiatives and tools to be used in New Mexico to market the Order of the Eastern Star.

Having a unified brand message is critical.

Thus, a NM OES Vision and Mission Statement have been developed. The vision states “who” we are and what we hope to do. The mission is a call-to-action supporting the vision for the purpose of recognition.

Vision

“Together we enhance lives and communities through service and fellowship based on biblical principles.”

Mission

Join! Learn! Impact Your World!

Our Story Can Be Told Through

The Power of Three

Because then we can accomplish our Vision
**“Together we enhance lives and
communities through service and fellowship
based on biblical principles.”**

**Sharing -- How to join, what can be learned and how
together we impact the world**

Marketing tip: In the marketing world, content marketing is about telling a “story.” Today’s successful marketing initiatives many times are associated with a story. This is where “our” OES brand ambassadors (all of our members), need to find their unique story and share it with the world.

Establishing brand identity:

- Consistent brand messaging; thus the creation a shooting star logo that has now been adopted by General Grand Chapter
- Utilize the vision and mission statement on all distributed publications as well as shooting star logo (traditional and digital)
- Recognize that every member is a brand ambassador. (The brand is OES. The ambassadors are representatives of the brand).

Tools provided herein are to aid in helping our members be better brand ambassadors.

The key to success—Share our story everywhere! To understand the initiative and to provide some guidelines, the following has been provided:

The Power of Three Initiative

Just as the Mission Statement has three parts, so does the

“Power of Three Marketing Initiative.”

Mission:

Join! Learn! Impact Your World!

PART 1: Join

Declining membership is of paramount concern. Recruitment of members is critical...but how?

1. We have to actively recruit through asking community members to “join.” Through having booths at public events, to having publicity for all of our activities, to having a “digital footprint” in our own communities and state can help with this initiative.
2. Share the history of our world-wide organization and our local chapters. There is a rise in the interest of history by all generations. When printing yearbooks and doing programs in your chapter, consider educating your members with aspects of your history. All too often our own members do not know the rich heritage of our Order. Enhance meetings or dinners with stories from our past. With our very important history, we want to have the remembrance of that history carried forward, but we must be willing to share the stories, both written and orally. Plus, these stories become the “talking points” that members can later use to recruit new members and create interest around the organization.
3. We are about “fellowship” and as we recruit members to join, discuss how special that fellowship can be.

Join

1. Recruit members
2. Share the history of world-wide organization
3. Enjoy fellowship

Join! Learn! Impact Your World!

PART 2: Learn

When joining the Order of the Eastern Star, members can “grow and learn” as individuals. This is an important aspect to our organization and a reason to become a member, because membership does equate to personal growth.

1. Learning the work of the order can greatly support a person through difficult times in their lives and add to the rejoices, as well. The tenants are important virtues that do indeed become qualities that can become intrinsically molded into our outlook on life.
2. Members learn about leadership and have the opportunity to lead; thus, make a difference in the world in ways perhaps otherwise they would not have been able to do. These life skills can help a person not only in their personal life, but their professional life as well.
3. Ability to speak in front of others is another life skill that OES involvement helps an individual be able to do. Members can gain confidence in talking in front of others, even if they are not able to memorize, they have opportunities to speak and learn how to project their voice and have confidence in their work (when supported).

Learn

1. Tenants (signet)
2. Leadership
3. Speaking

PART 3: Impact the World—OES is a service organization. Service is of huge importance to many individuals and they will join because of the opportunity to join a larger collective aimed at impacting the world.

1. General Grand Chapter has adopted a specific project they would like to represent the overall OES brand. That project is “service animals.” It is important that our member understand this project and how to include awareness of the project in every way possible with their marketing. Just as Shriner’s is known for the hospitals, OES would like to be known worldwide for their “service animals.”
2. State charities should incorporate some type of carry-down branding and have some identifiable service initiative that aligns with General Grand so that as the public learns of what OES does, the public gets to know what “we” are about with a consistent message.
3. Local charities need to also carry-down the branding and incorporate in some manner service animals. We are about “service,” but we don’t publicize that nearly enough.

Take Initiative to Impact the World

1. National Charities / Service
2. State Charities / Service
3. Local Charities / Service

Marketing is more than advertising, as there are four components to marketing mix-product, placement, promotion, and price. Some marketers see a fifth, being people.



Let's look at promotion, of which includes advertising and there is traditional and non-traditional, which is called digital.

Traditional

Print (newspaper)

Broadcast (radio)

OOH-out of home (signage)

WOM-word of mouth

(elevator speech)

Non-Traditional - Digital

Website

Social Media (Facebook)

Digital Listings

Google Ads



**Utilizing the Marketing
Platform**

Marketing Tools

Submitting PSA's and

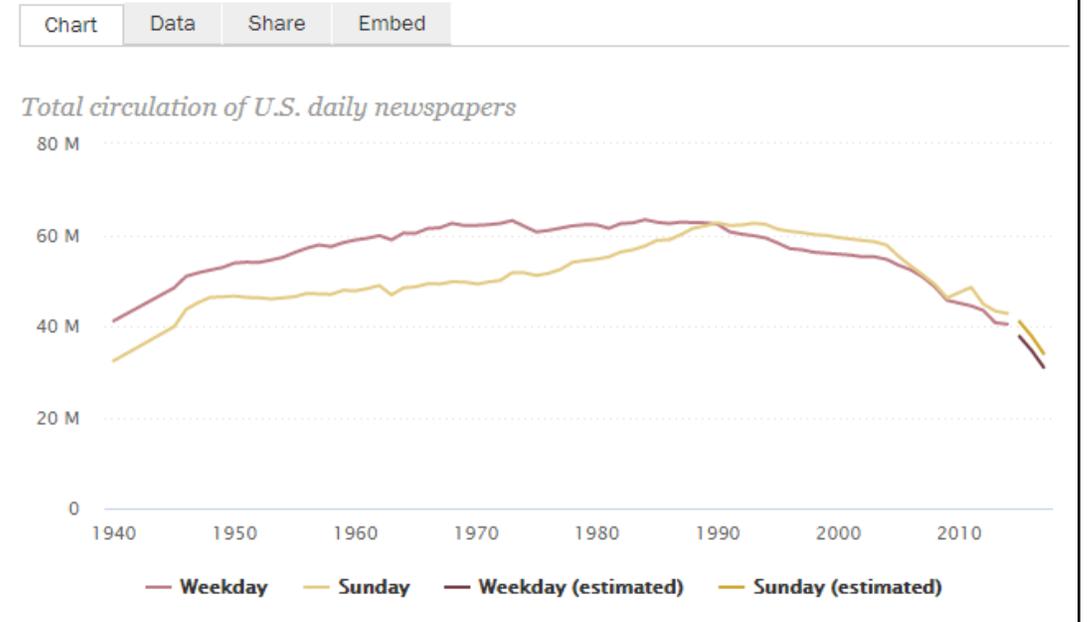
Newspaper

Buying Print



Even though newspaper readership is declining significantly, there still is value in writing news releases and buying advertising to promote organizational activities. An older demographic is still served by printed newspapers and younger readers, often utilize local digital newspaper options. However, it is important to tailor the message to the audience.

Total estimated circulation of U.S. daily newspapers



Source: Newspaper Fact Sheet. (2018, June 13). Pew Research Center. Retrieved from <https://www.journalism.org/fact-sheet/newspapers/>

Marketing Tips when Utilizing Newspapers:

1. **PSA-** Submit Public Service Announcements, which are free listings sometimes available for non-profit organizations
2. **Submit Early-** Provide information to newspaper staff at least two weeks prior to event
3. **Community Calendars-** Submit to newspaper calendars and other community calendars
4. **Ask about Digital and Print-** Postings and listings are often available both in “print,” which is “hard-copy” and in “digital” format
5. **Purchasing Print-** Newspaper advertisements are usually bought by the column inch. Ask about matched advertising, which means many times for non-profits, a company (newspaper and broadcast) will “match” the dollar amount you invest into advertising. Ask which days have the highest circulation and which pages have the highest viewership, then place your advertising accordingly.
6. **Type of Message-** Have a “Stand Out” message, not a dull report. The message has to be catchy.
7. **Remember your audience—**Write to engage the “demographic” such as “age” of the one who will read the article or advertisement.

Example of an advertisement for an enchilada dinner fundraiser for Paws and Stripes. If in the paper, try include a graphic or some kind of visual. A “picture” truly is worth a thousand words.

Not as exciting....

The Order of the Eastern Star, Chapter ____, is having an enchilada dinner at the ____ Lodge Hall located at _____ on Saturday, October 30, 2017, from 11am-1pm. All proceeds will benefit the Paws and Stripes charitable project. Come enjoy homemade chili and great fellowship. Plates just \$5.00. Get great enchiladas with beans, salad, dessert, plus drink, dine-in, take-out, or delivery. Call..

More engaging

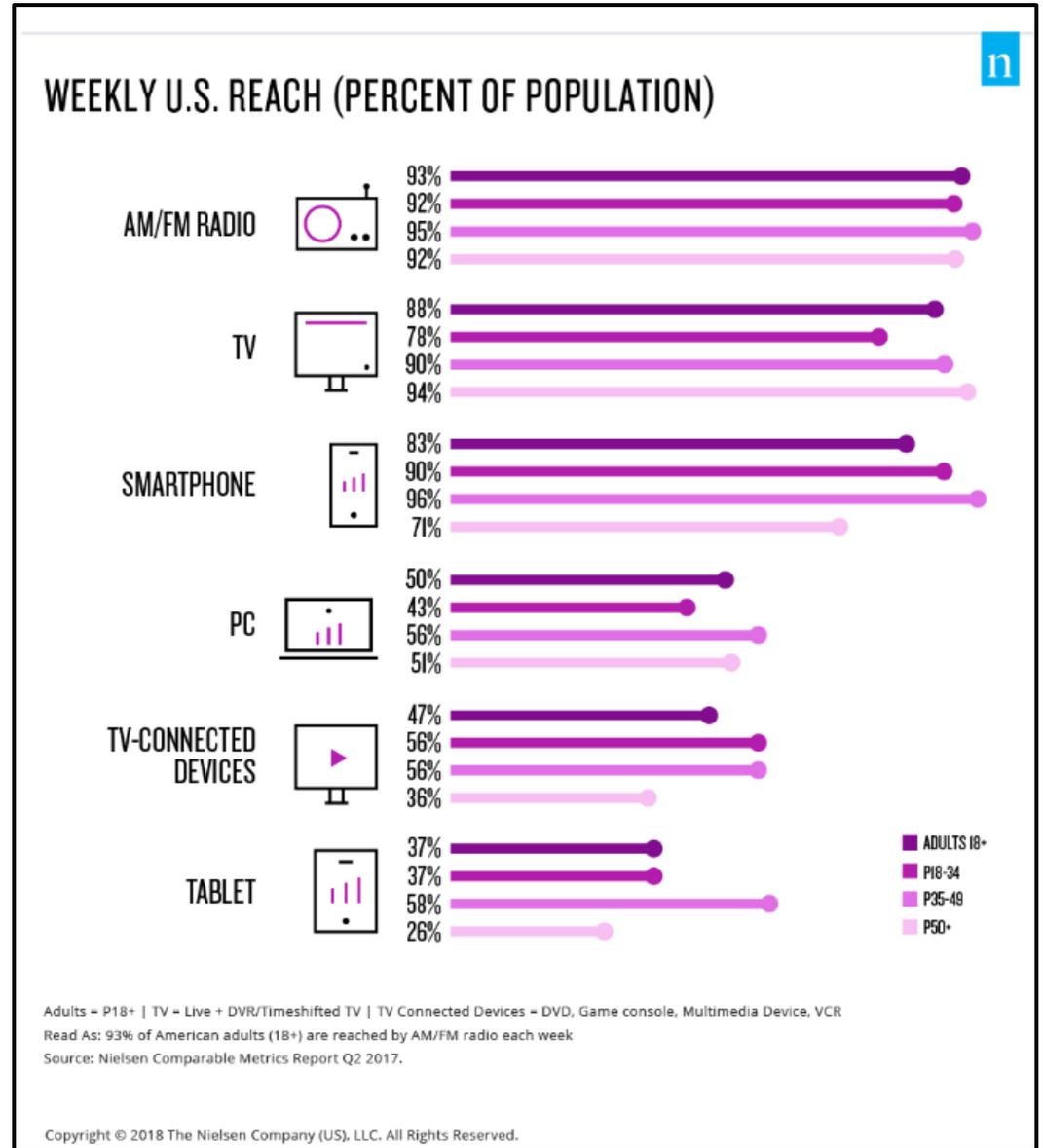
Paws and Stripes—show your support of military veterans with post-traumatic stress disorder and brain injuries and providing these veterans with service dogs. Come out and support a special enchilada dinner to benefit the Paws and Stripes program. The Order of the Eastern Star, Chapter ____, will be preparing their famous chili and serving green and red enchilada with all the works at the ____ Lodge Hall located at _____ on Saturday, October 30, 2017, from 11am-1pm. Plates just \$5.00.

Start with the message that talks about the service. Have a call-to-action. Create excitement. Publicity: When you finish an activity/service project be sure to turn in a release to the local news sources. When you write the release focus on what was accomplished more than who accomplished it, unless your objective is to simply give credit to participants. An article can have a lot more engagement and retention, when readers can feel impact of a service project more than just hearing who did what. Publicity is very important and ALWAYS include the vision and mission in the message to establish unified branding with at least three times, the name Order of the Easter Star mentioned.

Submitting PSA's and Buying Radio

Radio

Radio offers a huge potential to reach a significant portion of the population. Radio can be very affordable, especially for smaller markets. Radio is a growing industry that has substantial ability to get a message out to a large demographic.



Marketing Tips when Utilizing Radio:

1. **PSA-** Submit Public Service Announcements, which are considered free announcements. These PSA's may be free listings in recorded community calendars, might be used as live DJ talk, and may be published on radio station website. PSAs are typically for non-profit organizations who are not charging for something or making money for something. For example, often a PSA would be an event such as a free open house. Most PSAs are :10 to :15 in length.
2. **Submit Early-** For PSAs, provide information to the radio station staff at least two weeks prior to event and then follow-up. Going in person is sometimes the best way to explain who you are and how you would like their help.
3. **Community Calendars-** Often there are digital community calendars, but you need to ask about it.
4. **Purchasing Radio-**Advertisements are bought by the length of recorded message, usually :30 or :60 in length. Each spot length will have typically a rate depicted. For example, a :30 spot, in a small market, may be \$10.00 per spot, each time it airs. Radio is bought by "flights" or "schedules," which means a set of spots. Most small market flights, to be effective, need to consist of around 25 spots airing during a week period, per station. Larger markets require greater number of spots to meet a needed saturation for listener retention of the message. Be very careful NOT to dilute your message. Radio is NOT like buying a classified ad. You don't run it one time. You need to run it many times. Even when buying 25 spots in a schedule over a week, it is usually less expensive than a newspaper ad that runs one time for the same price.
5. **Matched Advertising-**Ask about matched advertising, which means many times for non-profits, a company (newspaper and broadcast) will "match" the dollar amount you invest into advertising. This means a \$250 investment, could be made into \$500 worth of advertising. Ask about the opportunity and offer something in return, such as including the station in posters or programs as a sponsor, using their logo.
6. **Drive Times-**Ask about ad placement into drive times, which sometimes the schedule will cost slightly more. Drive times are usually peak listening times. From 6a-10a and from 3p-7p are typically considered drive time, Monday through Friday. Be careful about ROS (Run of Schedule) flights, which means the spot could air any time, day or night.
7. **Type of Message-** Have a "Stand Out" message, not a dull announcement. The message has to be catchy.
8. **Who Voices the Spot-** Some stations will allow the organization to "voice" the spot. This is not a difficult task and can actually be very advantageous to associate an identity with the organization, but whoever voices the spot has to have a really energetic voice. The station staff can also voice the spot and produce over music. Some stations charge for this and some do not. The larger the market the more chance of higher fees of production. Just remember when you submit your script, you need to have it correct from the beginning. Revisions after a spot is voiced usually has an additional fee. Larger markets may have a minimum volume required to the order.
9. **Script:** Be sure to develop to include who, what, where, when, and why, but also to make the message compelling and containing a "call-to-action." For a :30 script, the approximate word count is 70-80 words. For a :6 script, the approximate word count is 140-160 words.
10. **Payment-** Most flights require prepayment, but often include a discount for pre-payment. Inquire about that potential discount.
11. **Remember your audience—***Write to engage the "demographic" such as "age" of the one who will potentially hear the advertisement . Ask about the genre (format) of the station and about the "type" of listener to target the message appropriately.*

12. When you finish an activity/service project be sure to turn in a release. When you write the release focus on what was accomplished more than who accomplished it, unless your objective is to simply give credit to participants. An article can have a lot more engagement and retention, when readers can feel impact of a service project more than just hearing who did what. Publicity is very important and ALWAYS include the vision and mission in the message to establish unified branding.

Example of very generic and non-engaging announcement: :30 radio script 70-80 words

The Order of the Eastern Star, Chapter ____, is having an enchilada dinner at the ____ Lodge Hall located at ____ on Saturday, October 30, 2017, from 11am-1pm. All proceeds will benefit the Paws and Stripes charitable project. Come enjoy homemade chili and great fellowship. Plates just \$5.00. Get great enchiladas with beans, salad, dessert, plus drink, dine-in, take-out, or delivery. Call...

Example of a more engaging announcement: :30 radio script 70-80 words (depending on how fast the script is read) , placed over patriotic music, possibly have voiced by a veteran and re-write in first person or voice with a person who could be recognized within the organization; otherwise, it certainly is acceptable to have a station staff member (DJ) voice the spot.

[patriotic music opening] You are invited to support a “Paws and Stripes” fundraiser this Saturday at a special enchilada lunch. Paws and Stripes is a program that supports military veterans with post-traumatic stress disorder and brain injuries, providing these veterans with service dogs. For just \$5, enjoy a famous chili enchilada, made by ____ Chapter Order of the Eastern Star. Come out and support a special enchilada lunch to benefit the Paws and Stripes program. Lunch served from 11am-1pm at ____ Lodge Hall located at ____ this Saturday.

Note: The difference in cost of a :30 spot versus a :60 spot is not usually twice the cost. For example, in a small market, a :30 spot may be \$10 and a :60 is only \$13.00.

When you count your words and time your ad, words containing numbers actually count as a word for each number. If giving an address, such as 1560, that actually counts as fifteen sixty (2 words).

Tip: Do not put phone numbers in a radio script. Most listeners are driving, so they do not have a way to write down a phone number. It is better to send a person to a Facebook page or website for more information. Contact numbers are great in printed messages (traditional or digital, but not radio broadcasts).

Word-of-Mouth

Share the Story



One of the most important components of all of these is Word-of-Mouth (WOM).

1. **Elevator speech-** Practice a :30 speech containing a motivating “story” that shares the mission’s components of join, learn, and take initiative to impact your world.
2. **Brochures-**Have the Grand Chapter of New Mexico brochure (can be found on New Mexico OES website and professional printed copies available) and hand to possible recruits. Have brochures at every event (fundraisers, socials, events, recruitment booths).
3. **Chapter Banner-** Display the chapter banner at all possible functions in the community
4. **When recruiting-** Take name and get contact information. Follow-up. Invite them to a dinner. Let me participate in a service project. Let them get to know members of the group.
5. **Drive potential members to the new New Mexico OES websites** (going active in July 2019)

Marketing Tip: Wear your shooting star pin. It is a great conversation starter, especially with the “paw print.” Explain what Paws and Stripes is and how we support service dogs in New Mexico.

Visuals

OOH (Signage)

Out of Home (OOH) involves all kinds of signage. A sign of business is having a sign. Equating this to our Chapters, having a sign that displays something about us, is a sign we are open to membership. Having a sign that doesn't say anything, only a logo, is not enough to *drive the consumer (prospect member)* to a website to find out more...or the "right" more about a particular Chapter. There is so much negative on the internet, that simply a Masonic emblem or Eastern Star emblem on the outside of a Lodge hall is not enough to "sell" the local story and reason for belonging. All too often our Lodge halls are considered to be too mysterious or showed in the "unknown," that we have created a barrier to entry even before we have talked to a prospect member.

- 1. Lodge Hall Signage-** Consider a large sign for each appendant body who utilizes the Lodge Hall, including the Masonic Lodge. Have a sign that talks about what the organization is about and the service they do, plus contact information. Have the website address on the signage to *drive* possible prospects to the state website and/or a local chapter's website or Facebook page.
- 2. Banners and Posters-** Utilize cost efficient printing from companies such as Vista Print and use the new NM shooting star logo on all materials. One chapter banner has been provided to each chapter. Additional banners can be ordered through Debbie Davis or contact Sabrina Pack for additional information. Display the banner at every possible function where OES is involved in the community.
- 3. Highway Billboards-** If considering a highway billboard, most spaces advertising is a 6 month or longer lease. The message you design needs to be large enough and easy enough to read, that it can be fully read in 4 seconds or less. Use the shooting star logo in some large manner on the billboard. That means branding a message such as the vision or mission, the name of the chapter and Order of the Eastern Star name with the logo and website. The use of visuals is very important, because a picture can convey a 1000 words in just moments.

Our Chapters Need to be Using Facebook / Social Media / Digital

Let's Look at Internet

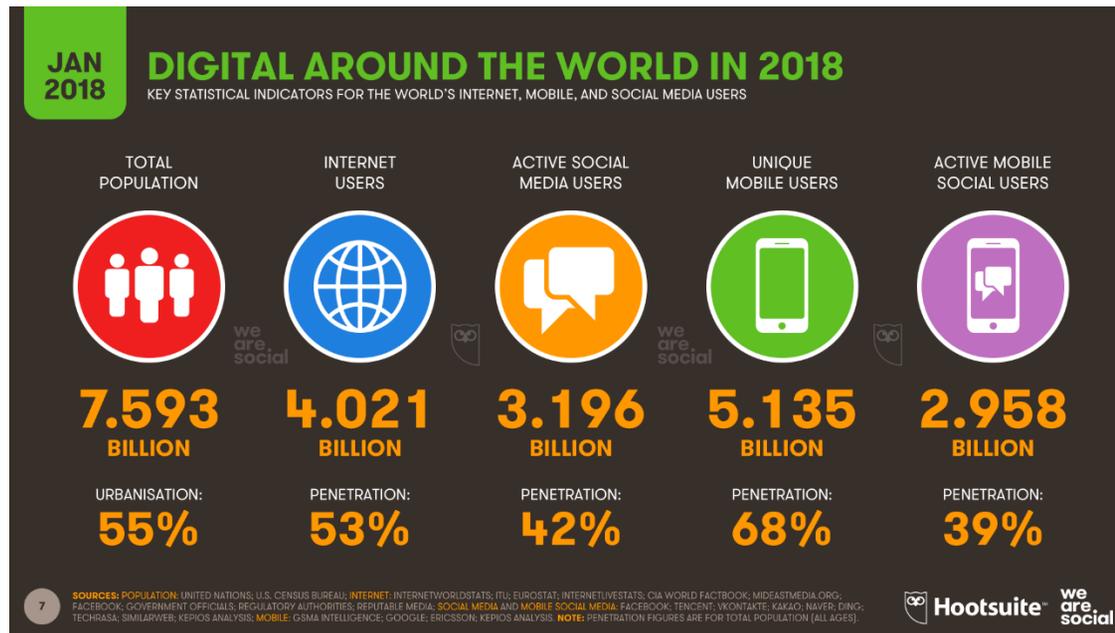


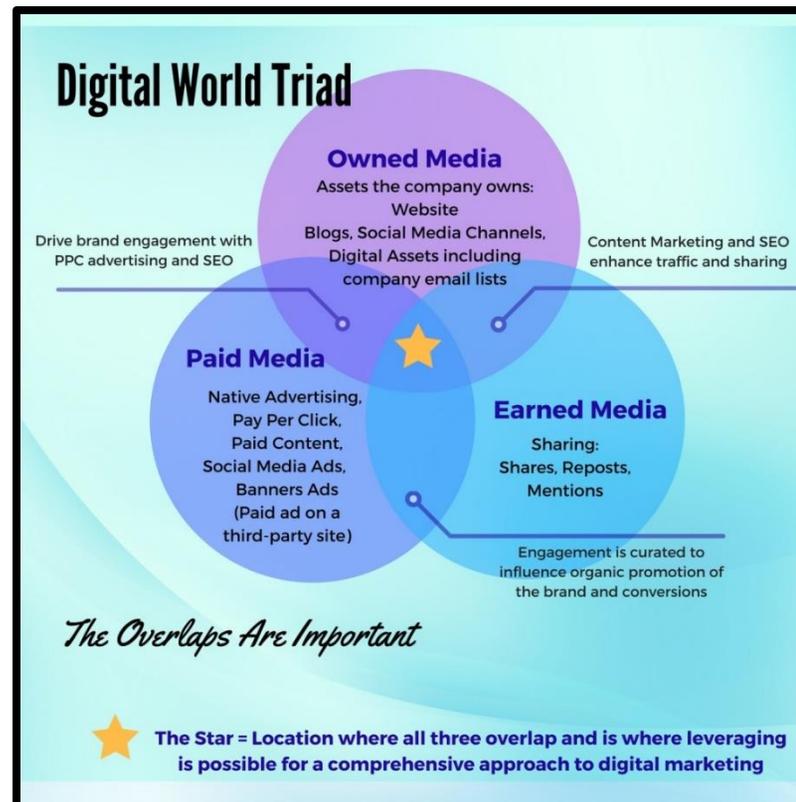
Image Source: Chaffey, D. (2019, Feb. 12). We Are Social. Hootsuite. [Slide Share]. Retrieved from <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

How to Capitalize: Email, Website, Social Media (Facebook)

In the digital marketing world, there are three main areas to consider. This is known as the digital world triad. Though you don't need to know how all this works in its entirety, knowing a little can help.

Some basics--

1. **Most important**-Utilize the state-level OES NM website www.oesnm.org When talking to prospective members, direct them to "check you out" at the state website and then if you have your own Chapter website and/or Facebook page, direct them to that source of information as well.
2. **Owned Media** pertains to the state-level website and any Chapter level digital assets, such as a Chapter Website or Facebook page. Even a Chapter's email list is considered a digital asset, known as "owned media."
3. **Paid Media** is most likely not something you will be doing, but it is super simple to "boost" or buy advertising on Facebook and Google for very little cost. A small budget of \$50 to \$100 can go a very long ways in the digital world; plus, you can target specific demographics for each campaign.
4. **Earned Media** is very important and is not something that is paid to have happen. Rather earned media refers to getting others (such as members) to share, repost, mention, comment, like, etc. something the Chapter has posted online.



The need to establish a better digital footprint by OES is very important.

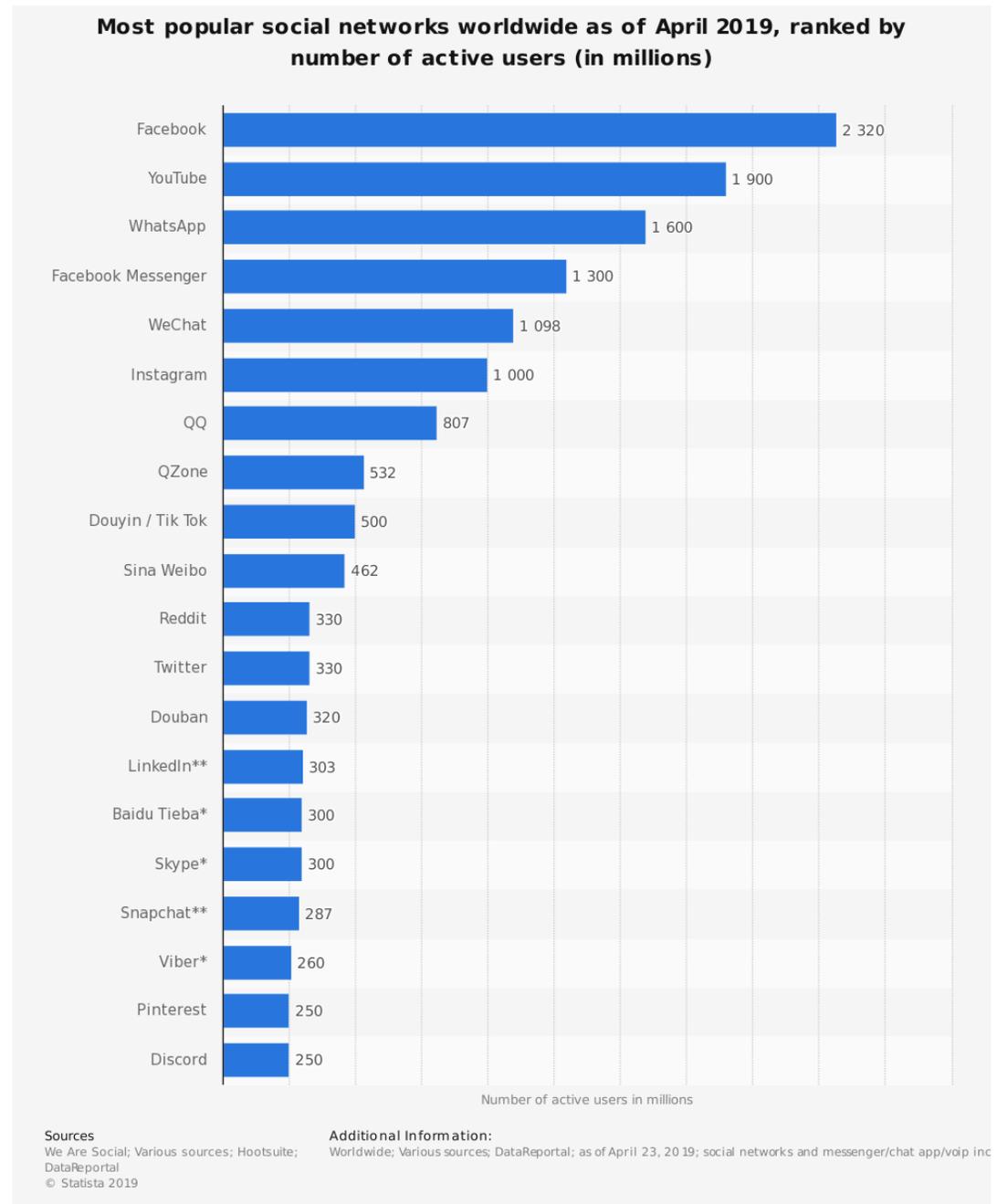
Even if our older members are not active in the digital world, there certainly are a lot of people (and prospective members) who are!

About different mediums of digital marketing – See images



Image source right: Most popular social networks worldwide as of April 2019. (2019, April 23). Statista. Retrieved from <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Image source above: Mohsin, M. (2019, March 7). Oberlo. Retrieved from <https://www.oberlo.com/blog/social-media-marketing-statistics>



Considering Options -- Facebook should be the first focus.

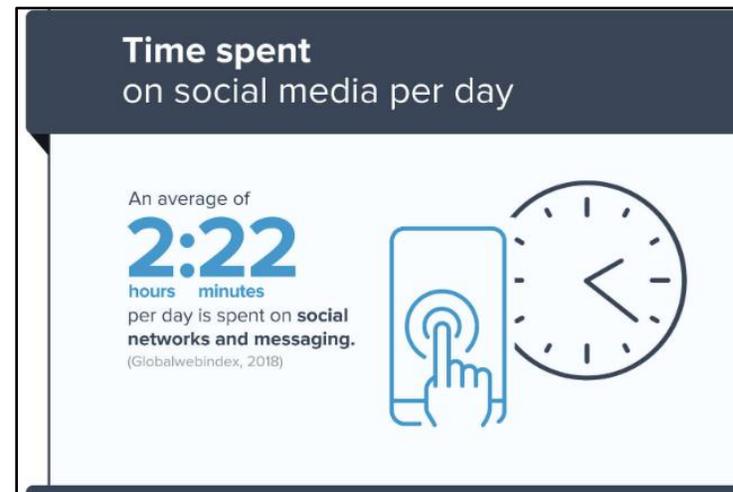
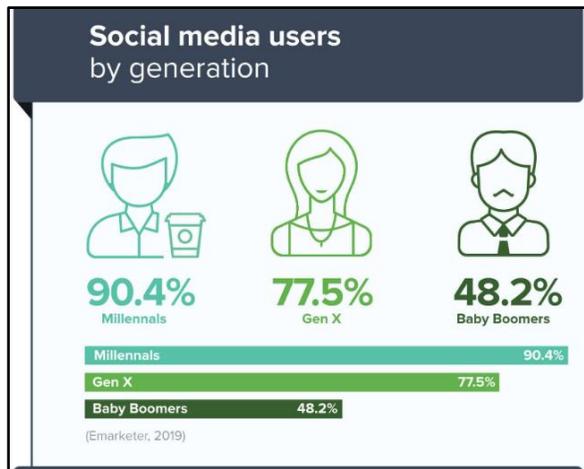


Image source for above images: Mohsin, M. (2019, March 7). Oberlo. Retrieved from <https://www.oberlo.com/blog/social-media-marketing-statistics>

Facebook Guidelines:

- Each chapter should set-up and actively manage a Facebook page and add event pages when having significant events associated with their Chapter's happenings
- Facebook is free and is an excellent tool to connect with potential members and keep existing members excited about all that you are doing
- Facebook posts need to follow the 4-1-1 social media rule that means out of six posts, the four of the posts should be educational/informational/engaging, one post can be a "soft promotion" that is ungated such as announcing a service project, and one post the can be a "hard promotion" asking specifically to sign-up to come help, donate to a cause, register to participate in something such as a Green Chili Stew cook-off, or do something at a meeting.

A word of caution about photos and videos: Please check with your local attorney for an official position on this, but it is suggested that when you are posting photographs, simply obtain a photo release for every person in your photos.

There is some "grey areas" such as using photos for "news releases" that would not require photo releases, but to be safe, simply get a simply photo release form and have your members sign it. You don't have to include names with the photos posted on Facebook, but it is important to have photos to tell your story.

Facebook Guidelines	
Content	Posting content focused on specific consumer needs and <u>not</u> company needs that promotes engagement with the brand through visually-stimulating images, videos, links, and compelling content
	Content that creates an authenticity about the brand
	Fresh content presented in 500 words or less per post
	Objective is to create momentum through delivering consistent and valuable information
Calendar	Development a social media calendar – map of content delivery strategy
	Consider posting at least once a week and certainly at least once a month. You can post even more frequently if you have time, but do not go “overboard” either. A message can get diluted and the impact of those messages lost if too many posts are made.
Other Considerations	Include a strong call-to-action and push engagement with the Chapter’s website if you have one, but even if you don’t have a periodic call-to-action, asking people to do something, such as come to a function...
	Follow the 4-1-1 Rule (This can be difficult if you are only posting once a month or fewer times. If you are posting once or twice a week, then this is easier to do. The idea is to create continued engagement and interest in the brand. If you are not doing anything, it will really show up when trying to do Facebook. Content can be supplemented with fun information. For example, have members each bring their favorite recipe, then create a series of posts that have these recipes. This will create brand following and engagement. The same can be done with “little known history” facts or fun community news that members might like to do or know about. Posting has to be more than just every time saying when your next meeting or function is. You need to develop content that adds value to your membership following, that they in turn want to share, comment about, and like.
	Continual assessment of consumer (client) base to more fully understand your audience as it changes and evolves
Boost	You should “boost” your posts. This helps “push” your post out into the digital world. There are paid “boosts” and “non paid boosts”
Facebook Ads	See next section if you would like some insight about this. It is highly recommended and very inexpensive to target specific markets.

If you are ready for a little more serious marketing level concerning Facebook advertising, here are some thoughts about paid Facebook Ads and Facebook Boosted Posts:

Because of the decline of organic Facebook reach for business pages (organization pages would be in this category), engagement strategies are very important! This problem represents an additional reason to having a “Call to Action,” CTA!

With so much content being published on Facebook, the space has become extremely competitive to gain needed visibility in the News Feed. With a significant decline in organic reach to fans of your business Facebook page, creating engagement can help *outsmart* the algorithm so to improve organic reach again for your brand. (Note: Your brand is your business, but also for a non-profit, the brand is their organization and, thus, their Facebook page).

What is “engagement?” Engagement on Facebook is considered to happen in one of five ways, which pertain to how fans engage with your Facebook content.

Having engagement is very important for a business to continue to show-up on fans’ news feeds, because when a consumer engages (responds to your CTA), this shows Facebook that your content is of interest to your fans. This is because Facebook recognizes how competitive the news feed space is and wants to provide users with content that is most relevant to them. If your fans are doing one or more of these five engagements, then you are showing relevance to Facebook of your posts to the particular fan. AND...the longer you can get a fan to stay on your post, watch the video, or write a comment, Facebook monitors this as well as how fast a user bounces off a post. Keep your fan engaged as long as you can!

More on strategy: Content has to be exciting and also that there is a call-to-action (CTA) associated with the post. This CTA is something that you are wanting your fans to do such as *like, share, ask them a question, watch something, leave a comment, tag*, etc. It is very important to have some form of CTA for each post, even when following the 4-1-1 or 70-20-10 rules. The more fans take action on a post, the more the posts will show up in the newsfeed.

Recognize that Facebook algorithms are being refined all the time, aimed at personalizing news per user. So when you post content on your Facebook page, in order for the post to continue to be displayed on a fan’s Facebook newsfeed, you need that CTA, or the algorithm starts to *downplay* the content being posted and it will not show-up as much. According to several sources, Facebook’s organic reach is super low such as 2%-10% versus a few years ago being much, much higher. Because of the low organic reach, engagement strategies for Facebook are very critical.

5 Forms of Facebook Engagement

Call to Actions:

1. Like It
2. Leave a Comment
3. Share it with Others
4. Click on Link
5. Watch a Video

Always have a CTA for every post!

The infographic features a large white thumbs-up icon on the left and a large white Facebook 'f' logo on the right, both set against a blue background. The text is in white and red, with the list of call to actions in red.

Review of the 4-1-1 and 70-20-10 concepts: These are similar whereby when content is being developed and posted for Facebook. Out of six posts, four of the posts should be focused on education or adding value to the customer while building brand awareness. Then one post can be a soft promotion and one post can be a direct promotion. Each can have a CTA and should, but that CTA is different for the last “1” as it can be a much stronger request of the consumer or a follower than simply “liking” the post or clicking through to your website, if you have one.

The 70%, 20%, 10% concept is very similar where 70% of your content should add value to the consumer. An example would be to post an article of interest, sharing helpful advice, etc. Then 20% of your posts could be sharing other people’s ideas, advice, links to YouTube videos on your topic/interest, etc. The last 10% refers to the hard sell—the actual CTA that drives buying something directly because of the post. In a business setting, this can include a coupon or discount code, but still needs to be balanced and the hard promotion still has to have engaging, valuable content. In a non-profit setting, this can be getting someone to donate or sign-up for a specific event as a volunteer, etc.

To add to engagement of Facebook, be sure to review comments and work toward responding to all of the comments. This creates excitement for the brand and shows you are current and interested in those who are *liking* and *commenting* on your Facebook page. Post often, but keep it realistic for your market/industry. Having a post once a week can be enough for some businesses and non-profit organizations (such as OES), but in other business situations, you may need to post daily. For management of these posts, utilize Facebook post scheduling so you can write an entire month’s worth of posts at one time, but still don’t forget that engagement includes your contribution to posting responses to comments. AND...be very careful with posting too often. With brands, reach can often drop with each additional post. Having three posts or more a day may sound like you are really doing a good job, but in fact, you may be significantly hurting your reach.

Tip: The Facebook post boost feature is very important. Posting to a “preferred audience” is a strategy that should be followed with any post. Targeted and selective publishing with content that is valuable to the consumer is paramount! The use of Facebook ads are very important to consider. If you want consumers and potential members/volunteers to know about your brand through social media, the landscape is changing daily and it is not enough to just have a Facebook page and post some content a couple of times a week or month. Consider Facebook as part of your paid marketing platform and not just an organic one, which is not so “organically” successful anymore.



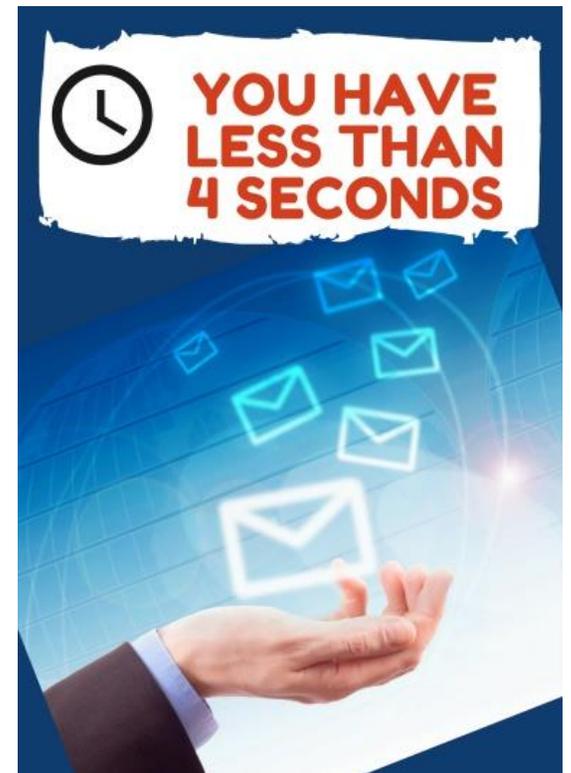
Email Guidelines:

Do not underestimate the power of email!

Email offers an inexpensive way to reach and remind others about your Chapter. Programs such as “**Constant Contact**” make email management very easy and can also help you to generate newsletters with great ease. Some applications are free and others very nominal in cost.

Why email:

1. Emails serve as a great way to communicate with current members and reach out to prospects whose addresses have been collected at events, activities, and socials of the Chapter.
2. Emails are very inexpensive and allow a Chapter to stay in contact with those members and prospects who have email / internet. Do not simply say that since most of the members are older, that email is not going to work. Most people are now using email and the group we want to recruit most likely do have email.



Basic Tips:

Email Guidelines	
Personal	Emails need to appear to be "personal" (not generic, to everyone)
Add Value	Add value to the reader, not just "selling" something such as coming to a meeting or donating "time." Talk about the benefit—the value of participating and doing-what purpose it has...
Content Focus	Content focused on needs (member needs, community needs, service) and not company/organizational needs such as OES needs members; promote engagement with brand through compelling content, stimulating images, videos, and links that interest members
Frequency	Follow the 4-1-1 or 70-20-10 strategy: In the marketing world, this means out of 6 emails, 4 of the emails should be focused on "adding value" to the reader, 1 email can be an ungated promotion (a soft promotion), and 1 email can be a specific "sale" type email (a hard promotion). Relating this to a non-profit organization means sharing interesting information about the organization such as the history of the organization or about a service initiative or something that would be interesting to members, the onetime ask for something such as time to come out to an event, and one time perhaps ask them to bring a friend who is not a member to the next activity. Publish your calendar of activities and make it fun to get involved.
Alignment	Emails need to align with other marketing you may be doing such as a radio PSA or printed PSA. Include a "call to action" at least 1 out of 6 times, which personally asks them to do something, such as come to the next meeting...date...etc.
Image Usage	Optimal Text-to-Image Ratio: Images are great to use in emails as they add interest to the email, but follow an appropriate percentage of visual content to text content. This rule is called the 80:20 . This means 80% text to 20% photos.

	<p>Photos need to create an emotion and are images the members and prospect members can identify with. The photos tell a story, such as families involved with service and “happy” photos that are focused on fellowship and service. Photos need to use a “narrative transportation” strategy. This means the consumer can “see” themselves as one of those people in the photo.</p>
	<p>Reason for not having more than 20% of the email content be images is that some viewers may have images turned off and images may take longer to load. Email with “image only” typically go to SPAM.</p>
	<p>All images should have “alt tags”</p>
	<p>Emails without a balanced text-image ratio will not allow users to search for it after a certain period</p>
Subject Line	<p>Email subject line strategy plan would be developed (Subject matter: 40 characters or less with 2-4 words)</p>
Length of Email	<p>500 words or less</p>
Key Words	<p>Critical usage of keywords, just like in SEO and SEM strategies, email design should be coded keeping email deliverability in mind. Key words include: service, helping others, fellowship, Eastern Star, OES, etc.</p>

What about the other social media platforms?

There are a lot of social media channels, but Facebook is the largest and probably for a beginning marketing initiative for OES, needs to the focus of work in this area. Being able to do many channels well can be difficult and it is more important to do one exceptionally well, then to do several barely.

Website:

Interesting facts that support why having a properly designed website is critical

- **61% of internet users do research on a product or organization online before making a purchase or requesting more information**
- **93% of online experiences begin with a search engine**
- **Bounce rates increase 50% if your website takes 2 seconds extra to load**

Source: Ahern, P. (2019, April 8). 25 Mind-Bottling SEO Stats for 2019 and Beyond. Junto. Retrieved from <https://junto.digital/blog/seo-stats/>

A thought about Websites: It would be ideal that every Chapter have their own website and that website be coordinated with the state website; thus, that is a project underway in NM. It is the goal of NM Grand Chapter that by the end of 2019, each chapter will have a page(s) built into the state website. These pages will be able to be edited by a chapter designated member or can be maintained in general by the NM OES marketing committee. These pages will be very easy to use and set-up so that there is uniform branding, but also allow for each chapter to create their own unique parts. Additional perks include monitoring the “back-end” of the website so to make sure appropriate SEO strategies are incorporated and that pages load quickly, etc.

Chapter Webpages: The first purpose of these web pages is for the benefit of recruiting prospective members. These are landing pages where potential members can go online to learn more about your Chapter. The second purpose of these pages is to provide specific content needed by your members. For those chapters who already have a website, NM Grand Chapter marketing committee would like to work with you on your websites and see if you would like to move content from your existing website into the new overall website or if you just want NM Grand Chapter website to link to the existing chapter website.

With so much negative information on the internet, having a website that depicts all the positive we do, is very critical, too. Websites needs to look modern, clean and relevant. It is important to incorporate pictures and video, but also the right kind of photos. Our websites cannot be dominated with pictures of “us” on stages in formals. That looks outdated to younger generations and the organization loses appeal quality. The success of that website will increase drastically when you show fellowship and service—the two identified main reasons why people belong.

As these chapter web pages are “built” with a format established by SkyWest Media, guidelines for use of key phrases that assist with SEO (Search Engine Optimization) will be incorporated into the directions/pages. This allows pages to show up in relevant searches easier and more predominately so that they organization can more easily be found online.

WHY VIDEO



- Video is projected to claim 80% all web traffic by 2019
- Website landing pages embedded with video can increase conversion by 80%
- Video can substantially add to brand authenticity as 58% of consumers consider companies who produce videos to be more trustworthy
- Adding video to marketing emails can boost click-through rates by 200%-300%
- Adding video ads to Google and Facebook ad campaigns significantly boost brand engagement
- After watching a video, consumers are 73% more likely to engage in the brand

SKYWESTMEDIA.COM

A tip: Consider your target audience and what those pictures “say” about the organization. Having a photo of a chapter’s officers in the East does not “sell” what we do. Post photos and video of service.

Another tip: Make sure you use often the name: Order of the Eastern Star, service, and fellowship on your landing page. The more times you use the key words associated with the organization, the higher SEO keyword scores will be in those categories.

Here are some interesting facts about the reason to consider improving visual content for your Facebook and Websites:

Visual Content

- Content marketing gets three times more leads than paid search advertising. (Content Marketing Institute, 2017)
- 47% of buyers view at least 3 to 5 pieces of content before deciding to speak with a sales rep. (Demand Gen Report, 2016)
- Visual assets are the single biggest content contributor when it came to social media in 2017. (Ofcom, 2017)
- 100 million hours of video content are watched on Facebook daily. (Facebook, 2016)
- 20% of people will read the text on a page, but 80% of people will watch a video. (My SMN, 2017)
- After watching a video, 64% of users are more likely to buy a product online. (Forbes, 2017)
- Studies show that people have the ability to recall 65% of the visual content that they see almost three days later. (HubSpot, 2017)

Image Source: HubSpot. (2019). The Ultimate List of Marketing Statistics for 2019. Retrieved from <https://www.hubspot.com/marketing-statistics>

Understanding these statistics and relating them to a non-profit organization has value. We can understand that the potential member is going to look at us in 3 to 5 ways before deciding to speak to us about membership. Each our “touch points” must be strong in our digital footprint. We need to focus on visual content that is more than photos of us on stage in formals.

Did you know: Regardless of which marketing platform being used, such as print, broadcast, out-of-home, internet/digital, successful marketing campaigns will leverage the messages being advertised across platforms and will find ways to connect with their consumers. It is VERY important to capitalize on the ability to leverage a message across platforms and at different levels within the Order (General Grand, State, and Local).

Three Important Marketing Insights: It is important that OES thinks like a “business.” Even though OES is a non-profit organization, non-profit organizations are in a sense a “business.” Thinking of marketing and how it applies to business has value.

1. **Targeted brand messages**

Whether deciding on using services such as Google AdWords, Facebook posts (boosts and advertising), email, or a combination of different targeted forms of marketing, realizing the importance that “one size does not fit all” is critical. Whether recruiting new members or helping to strengthen existing membership, people want to be recognized as unique. Targeted brand messages that demonstrate a realization of the organization that that member and potential member needs are unique and being addressed, is important. In business, this requires tracking customer preferences, segmenting customers, and then designing campaigns that not only reach customers through the right location of delivery, but having the message identify and fit a need. Email is re-emerging as an effective location of delivery, but also Google AdWords offers opportunities to reach specific audience target markets, not only per specific group of people, but also the marketing location (medium) such as device targeting through Display Network. When considering newspaper, recognizing an older generation is reading the paper, means writing articles in a way that appeals to that demographic. The difference of using some social media platforms, means tailoring the message and the “images” to that medium’s core demographic.

2. **Brand Engagement**

In today’s highly competitive marketing landscape, being able to form a rational or emotional connection between the consumer and the brand in paramount to success. For our organization, this means being able to form a rational or emotional connection to our Order. This process requires adding value to consumers’ lives and developing relationships between brands and people. Our Order needs to focus on member enrichment and value of the experience they have when involved with activities of the Order. In the business world, fostering long-term loyalty requires connecting with consumers on a deeper level. Marketing strategies need to focus on how to encourage loyal consumers and new ones to like, share, comment, and contribute to a brand’s narrative. For example, if a company is using Facebook as a marketing location, consider the content of the posts being made and what kind of posts will encourage consumers to comment, critique, and contribute. In OES, consider content other members would want to share, comment, and like.

3. **Connect with consumers on a benefit or common interest**

In the business world, we reflect on the fact that the customer must be the center of everything a company does. It is extremely important to let the customer know that the business cares about them. This is true for a non-profit organization and its membership. There is great truth to the saying that “no one cares how much you know until they first know how much you care about them.” Though this is often used in management settings, it can be applied to marketing as well. The customer must know and feel that they are important and that the business cares about them. Every member needs to know and feel that they are important and that those within the organization cares about them. When that is achieved, then what is posted on Facebook, on a website, or in any form of media will have greater importance and have connection properties.

Some concluding thoughts:

Marketing is more than just advertising.

Though most of this publication has been about platforms involving advertising, here is a look at the “broader picture” of the world of marketing.

BUT...

The best advertisements in the world may work “wonders” to spread awareness and get people interested, but after the potential prospect gets to the door of the Chapter, it is then up to you, the brand ambassador, to take them through the door and into an experience that will keep them coming back, time after time.

For marketing questions, feel free to contact Sabrina Pack, Georgetown Chapter #4, OES. 575-956-5428 or email at SabrinaPack@gmail.com. Dr. Sabrina Pack is a Professional Certified Marketer with the American Marketing Association, is a marketing consultant at www.SkyWest Media.com, and teaches marketing, management, and marketing at WNMU and NMSU-A.

Note: Overall concepts of brand image such as vision and mission were developed as a collaborative work product of more than three years and counting: WGM/WGP 2016-17, WGM/WGP 2017-18, WGM/WGP 2018-19, grand line officers each of these terms, other grand officers, and other leaders within OES. This represents a “work-in-progress” and will be added to and refined in the years to come. A full marketing plan has been developed and is well underway.