



Grand Chapter of New Mexico
2019-2020 Coming Together
Chapter Marketing Challenge
Log Instructions



The Log is used to capture Chapter activities and marketing efforts throughout the 2019-2020 Coming Together Grand Chapter year. Email the completed Log to socialmediaadmin@oesnm.org **no later than September 30th, 2020.**

Chapter

Add your Chapter name and number to the top of each page submitted.

Type

Specify the activity type from the following list:

Charity	Any charitable project, where funds, goods, or hours are donated. This includes the food, clothing, shelter, and youth group projects, as well as Paws & Stripes, Soldier Smiles, and any other Chapter or Grand Chapter project. If a fundraiser is done specifically for charity, include it here. The project may be undertaken by the Chapter or in conjunction with other fraternal or community groups. This does NOT include members' personal volunteer activities.
Community	Any community activity in which the Chapter participates as a group, such as a fair, festival, or parade. The activity should be attended by at least 5 members.
Fundraiser	Any fundraising project, where funds are used to meet the Chapter's budget.
GC Event	Any Grand Chapter event, including, but not limited to, Camp-Out, Exchange Visits, Grand Chapter, Grand Trip, and Schools of Instruction.
Member	Any member-related events and activities of special note, such as Anniversary or Birthday milestones, Eastern Star membership milestones, Grand Officer travels, Grand Representative travels, and significant personal or professional recognitions.
Meeting	Any meeting-related activity, such as Friendship Night, Installation, and Official Visit, as well as entertainment and programs before, during, or after a meeting.
Social	Any social activity that provides a fellowship opportunity for members and/or prospects. The activity should be attended by at least 5 members. The activity may be undertaken by the Chapter or in conjunction with other fraternal or community groups.
Other	Any activity that does not fall into one of the above categories.

Date

Specify the date on which the activity occurred. For projects, specify the start and end date, if different.

Description

Provide a description of the activity or project (who, what, where, etc.). Provide sufficient detail to enable others to understand what was done.

Charitable Projects

Complete one or more of the columns "**Funds**", "**Goods**", and "**Hours**". If the chapter donated funds, specify the amount under "Funds". If the chapter donated goods, estimate the value of the goods and specify this amount under "Goods". If the Chapter members donated their time, specify the total hours under "Hours". For example, if members worked at a local food bank, calculate the number of hours worked.

Others Involved

If the activity involved the community, specify "Yes" under "**Community**". Otherwise, leave blank. For example, if the Chapter had a dinner to raise funds for a local charity and tickets were sold within the community, specify "Yes". If the Chapter had an information booth at a community event, specify "Yes". Keep in mind that visibility within the community is also a way to promote our activities.

If the activity involved other Masonic organizations, specify "Yes" under "**Fraternal**". Otherwise, leave blank. For example, if the Chapter walked in a parade with Masons and Masonic Youth Groups, specify "Yes". If a Youth Group was invited to present a program at a Chapter meeting, specify "Yes".

Submitted to Media

Our goal is to promote our activities so that others are aware of what we do. To this end, if you submitted a story and photo(s) about this activity, please indicate "Yes" in the appropriate column(s). Otherwise, leave blank. "**Print**" media includes local and fraternal newspapers. "**Social**" media includes Facebook and/or Website. "**Broadcast**" media includes radio and TV.

Miscellaneous

The Log is provided in Word and PDF. Use Word for electronic entry, PDF for manual. Insert lines, as needed into Word. Print additional pages for PDF. Please note that Word is preferred, as is submission by e-mail.

If you have any questions, contact the Challenge Coordinator, Debi Huffman, by e-mail (socialmediaadmin@oesnm.org) or phone (419-832-5445).