





Grand Chapter of New Mexico Mid-Year Conference

10:00 - 10:45 am Breakout Session II

Membership & Marketing Board Members

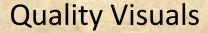
- Debi Huffman (Elected 2 year)
- Angela Keiter (Appointed)



> Make storytelling an essential part of your marketing efforts



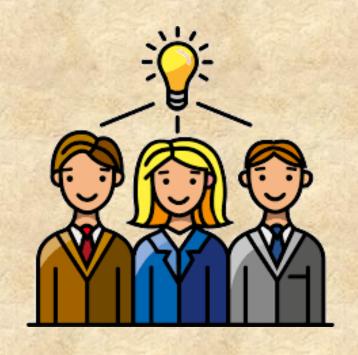








> What kind of stories can you tell?









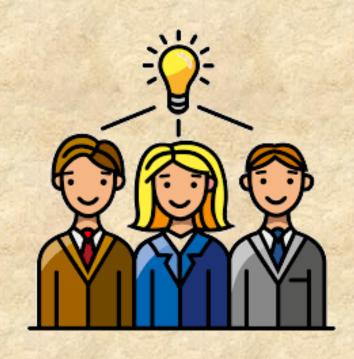






- > What kind of stories can you tell?
 - Meetings
 - Charitable activities
 - Fundraising activities
 - Social activities
 - Scholarships
 - > Travels
 - Celebrations / recognitions / milestones
 - > Introductions
 - > Invitations
 - Announcements
 - Happiness & sadness
 - ➤ What is OES?
 - ➤ What does it mean to be an OES member?

➤ What makes a good story?











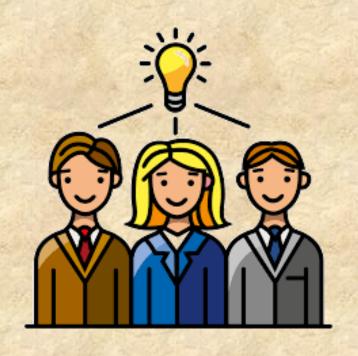


ORDER OF THE EASTERN STAR

- > What makes a good story?
 - > New / timely
 - Interesting / significant / relevant to audience
 - Concrete details about the who, what, when, where, why, how
 - Accurate / complete information
 - Clear & concise
 - Grammatically correct
 - Contains photos / images
 - > Call to action



➤ What makes a photo "good"?





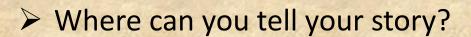


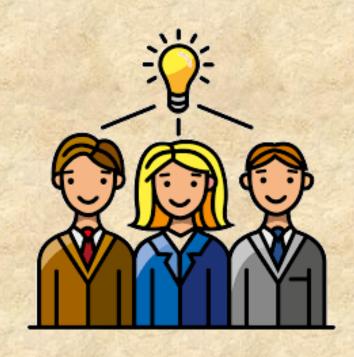




- THE HORROW LUTTERS
- ORDER OF THE EASTERN STAR

- ➤ What makes a photo "good"?
 - ➤ Landscape (horizontal), not portrait (vertical)
 - > In focus
 - > Zoom in / center
 - Good lighting
 - > Show action
 - Show impact (making a difference)

















- ➤ Where can you tell your story?
 - > Email
 - Newsletters
 - Presentations
 - Press releases / local newspapers
 - Social media / website
 - ➤ Local / small market radio
 - Storyboards
 - > Anywhere, anytime
 - have elevator speech / pitch ready
 - work the room / be social
 - Wear / display our logo with pride!
 - Word of mouth is the most powerful story









- Respect member privacy
- Obtain releases, as needed



Be mindful / respectful of our differences (e.g., religious, political)