

Effectively Telling Your Chapter Story



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)



Effectively Telling Your Chapter Story

- Make storytelling an essential part of your marketing efforts

Engaging Content



Quality Visuals



&



Effectively Telling Your Chapter Story

- What kind of stories can you tell?



Effectively Telling Your Chapter Story

- 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?



Effectively Telling Your Chapter Story

- What makes a good story?



Effectively Telling Your Chapter Story

- 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



Effectively Telling Your Chapter Story

- What makes a photo “good”?



Effectively Telling Your Chapter Story

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



Effectively Telling Your Chapter Story

- Where can you tell your story?



Topic addressed further in Breakout Session V Using Social Media Effectively

Effectively Telling Your Chapter Story

- 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



Effectively Telling Your Chapter Story



- Respect member privacy
- Obtain releases, as needed



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