

How to Market Your Chapter



Grand Chapter of New Mexico Mid-Year Conference

9:00 – 9:45 am Breakout Session I

Membership & Marketing Board Elected Members

- Trish Keefer-Higdon (1 year)
- Debi Huffman (2 year)
- Don Sultemeier (3 year)



How to Market Your Chapter

- Participate in local and community events – our own and others
- Partner with our Masonic Family – Stronger Together!
- Give of your time, not just funds / donations



How can we become more visible in our communities?



How to Market Your Chapter

- How can we become more visible in our communities?
 - Join the parade
 - Have booth at fairs or other community events
 - Expand charitable projects outside OES circle; involve community & Masonic family
 - Give time to charitable activities (work at food bank, serve meal at shelter)
 - Sign up / volunteer at other organizations' events / activities (charity walks, adopt a family / giving tree)
 - Expand fundraising activities outside OES circle; involve community & Masonic family
 - Support local first responders with recognitions, donations, gift cards, food delivery
 - Invite friends and Masonic family to social events / activities



How to Market Your Chapter

- Make storytelling an essential part of your marketing efforts with quality visuals and engaging content
- Have a social media presence
- Engage local media for publicity
- Be ready with an elevator speech / pitch



What stories do we have to tell?

Topic addressed further in Breakout Session II Effectively Telling Your Chapter Story & Breakout Session V Using Social Media Effectively

For information about social media, contact Debi Huffman at 419-832-5445 or dlh24533@gmail.com



How to Market Your Chapter

- Have a social media presence
 - Chapter pages on website
 - Private and Public Facebook pages
 - Blogs
 - Instagram (*photos & videos only*)
 - YouTube (*videos only*)

- Engage local / small market media for publicity
 - Invite media to events / activities
 - Submit press releases

- Go “old school”
 - Post flyers in community



How to Market Your Chapter

- Be ready with an elevator speech / pitch
 - 30 seconds or less
 - Short, memorable description of who we are / what we do
 - Make a connection
 - Use “Business Card”



Join, Learn, Impact Your World!

The Order of the Eastern Star (OES) is a fraternal service organization with over 300,000 members worldwide, located in 20 countries.

With 24 chapters in New Mexico, members enjoy fellowship & making a difference in their communities.

oesnm.org

 **ORDER OF THE EASTERN STAR**
NEW MEXICO

Our collective efforts, with other Masonic organizations, donate over \$1.5 million a day to charity.

 **PAWS AND STRIPES** OES has service dogs as their primary charity and in NM, we support Paws and Stripes that provides service dogs to veterans.

Contact: _____



How to Market Your Chapter

- What stories do we have to tell?
 - Who are we? What do we do?
 - Invitations to events / activities (meetings, get-togethers, charitable activities, fundraisers, social activities)
 - After event / activity stories with photos (who, what, when, where, why)
 - Member news (sunshine, sadness)
 - Masonic Family news



How to Market Your Chapter

- Use marketing materials to increase awareness
(*Banners, brochures, business cards, stickers*)
- Wear / display our emblem & logo with pride!



How would you use our marketing materials?



How to Market Your Chapter

- How would you use our marketing materials?
 - Use banner on / above tables at events / activities
 - Have business cards and brochures available at events / activities
 - Have business cards and brochures available at locations, where Masonic Family groups meet
 - Include brochures in Chamber of Commerce welcome kits for new residents
 - Have brochures available at locations where residents live, shop, meet (RV park)
 - Put stickers on donation of items to charities
 - Include logo on invitations / announcements for events / activities
 - Include logo on clothing and promotional items



How to Market Your Chapter

- Ask for help from your Membership & Marketing Board!
 - Education / training
 - Marketing materials
 - Marketing grants
- Contact us at socialmediaadmin@oesnm.org

Elected Board Members

Trish Keefer-Higdon (1 year)
tntredhead@gmail.com

Debi Huffman (2 year)
dlh24533@gmail.com

Don Sultemeier (3 year)
dsultemeier@gmail.com



How can we better help you?

