





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)

LIGHT TOMORROW WITH TODAY

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



How can we become more visible in our communities?







- > How an 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
 - Figure 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

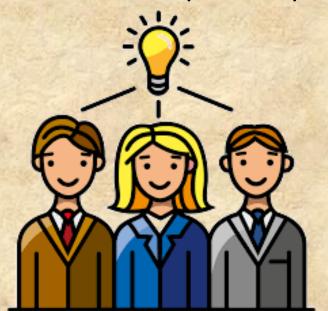




- LIGHT TOMORROW WITH TODAY
- And Address of the Ad

ORDER OF THE EASTERN STAR

- ➤ 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







- > 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

- > 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"











- > 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







- 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?







> Use banner on / above tables at events / activities

➤ How would you use our marketing materials?

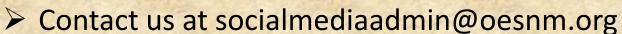
- > Have business cards and brochures available at events / activities
- Have business cards and brochures available at locations, where Masonic Family groups meet
- > Include brochures in Chamber of Commerce welcome kits for new residents
- > Have brochures available at locations where residents live, 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







- Ask for help from your Membership & Marketing Board!
 - > Education / training
 - Marketing materials
 - Marketing grants





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?