



| <b>Committee Name &amp; Chairperson:</b> Marketing Committee   |                    |                    |  |
|--|--------------------|--------------------|--|
| <b>Committee Members:</b> Katie Harty, TBD   |                    |                    |  |
| <b>Committee Mission:</b> <i>Increase visibility within our local communities, social media outlets, engage new and existing members in the mission of The Promise Circle and assign proper media attention to the work being done by the women of TPC.</i>  |                    |                    |  |
| <b>Objective:</b> Increase Visibility  |                    |                    |  |
| <b>Tactic/Strategy/Action Item(s)</b>  | <b>Assigned To</b> | <b>Target Date</b> | <b>Status/Update</b>   |
| Increase Membership involvement in the Marketing Committee by three (3)  | Katie              | 12-30-2011         |  |
| Develop a Marketing Strategy   | Katie +            | 3-1-2012           |  |
| Increase Facebook engagement ( <i>Goal: Increase followers to 1000 by December 2012</i> ) <ul style="list-style-type: none"> <li>• Highlight TPC initiatives</li> <li>• Increase general comments from individual members</li> <li>• Use FB as a recruitment tool</li> <li>• Tease TPC plans for future events, etc.,</li> <li>• Post photos and possible video.</li> <li>• Highlight the grants we granted and publish updates from the individual organizations that received funding</li> </ul> | TPC Member -TBD    | Ongoing            | Members need to be more active on the TPC Facebook page. Members should send out personal messages to friends and families to follow us. If we are using Facebook right, it could be used as a great recruitment tool. |
| Issue at least three (3) press releases to highlight community involvement including our annual grant announcement.<br>(Final Outcome: Increase media mentions by 25%)   | TPC Member -TBD    | TBD                | We need to establish major initiatives within TPC that will generate media attention and distribute press releases accordingly.  |
| Develop at least two (2) corporate relationships that will help with funding and/ or awareness of TPC initiatives.   | TPC Member -TBD    | 7-1-2012           | (i.e. EarthFare, Fresh Market, Harris Teeter, Monkees)   |
| Contact local papers/online outlets for TPC media mentions<br>(i.e. President, Melissa Rosato or VP, Michelle Fullen can talk about TPC and the work we are doing & why they joined TPC – use as a recruitment tool)   | TPC Member -TBD    | Ongoing            |  |

**Promise Circle Business Plan - 2012**

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| <p>Follow-up with organizations that were granted funding for TPC in 2011.</p> <ul style="list-style-type: none"> <li>• Highlight the programs and their progress throughout the year.</li> <li>• Request media mentions on their social media accounts.</li> <li>• A TPC specific press release should be distributed to their media outlets/distribution lists highlighting the funding we provided.</li> </ul> | <p>TPC Member -TBD<br/>Need to work with Kim Thompson from Grant Committee</p> | <p>Feb. 2012 – Press Release<br/><br/>Sept. 2012 – Program updates</p> | <p>Highlight on TPC Facebook, JGCF website, newsletters, etc.</p>   |
| <p>Utilize Ingrid Vandebosch to generate media visibility by doing a large scale interview with a national new station</p>  | <p>Katie &amp; TPC Member, TBD</p>   | <p>10-1-2012</p>   | <p>We need to better engage Ingrid into the work of the TPC before we approach her or any media outlets for an interview.</p>   |
| <p>Create TPC Compilation Video – Highlighting TPC events, community service projects, annual meetings, etc.</p>  | <p>Katie &amp; Marketing Committee Member &amp; Robbie from Membership</p>     | <p>12-1-2012</p>   | <p>Film everything TPC is doing in 2012 to make end of year video to be used as a recruitment tool and media asset for 2013</p> |