

Marketing Committee

The Marketing Committee is charged with identifying opportunities to increase members' and other extension professionals' engagement with NACDEP and to maintain and grow membership. The committee researches and reports to the board on strategic issues, including recruitment and retention of members, target markets, services or products, and related issues. The marketing committee communicates regularly with the communication and membership services committees.

Key Collaborations

Communications Committee

- Works with the Communications Committee to develop recruitment materials and to support e-communication recruitment techniques via the newsletter, social media, NACDEP website, and email marketing.

Member Services Committee

- Works with the Member Services Committee to identify what professionals expect from their membership and to promote member benefits to potential members.
- Provides content to Communications Committee, the management firm, and the newsletter editors for the website, social media, and newsletter.

Development Committee

- Works with the Development Committee to identify opportunities to effectively capitalize upon and promote fundraising prospects.

Key Documents

- Marketing/branding materials (e.g., printed brochures and related online materials)
 - Undertaken in collaboration with the Communications Committee.
 - Approval by board required.
- Committee documents
 - Reports to the board and important committee documents posted to <https://nacdep.memberclicks.net> for board member view.
 - Approved documents available on the association website through coordination with management firm.

Management Firm Supports Provided

- Posting board-approved website and social media updates.
- Providing information from the member database, membership renewals, dropped members, and prospective members that helps the committee assess membership statistics and trends.

Schedule

Annual Meeting

- Hold face-to-face meeting at annual meeting and set work plan for the year ahead.
- Recruit members at annual meeting.
- Verify interest in continuing committee service by committee members who did not attend the annual meeting.
- Recruit additional members, particularly among underrepresented regions and groups, following the meeting.
- Set up committee in Member Clicks.
- Video selected conference presentations and publish to the website as examples of excellence in community development Extension work (including a variety of program types).

Throughout the Year

- Quarterly (September, December, March) committee phone or web calls (may occur more often as needed).
 - Summer/Fall: Work with board to organize and gain input and approval for the committee's work plan
 - Fall (September committee call): Identify potential expenses and report to Treasurer by November 1
 - Winter (December committee call): Identify "swag" sales items and organize sales system
 - Spring: Implement SWAG sales
 - Spring: Coordinate with regional reps and
 - Spring: Identify potential conference presentations to video for website
- Document review, brainstorming and feedback via email between calls.
- Committee chair attends online board meetings.

April/May

- Prepare for changeover of the Board of Directors
- Recommend new committee chair to president as needed.
- Develop promotional packet.