

NAWIC

Marketing and Membership
Committee

Regional Forum Report 2018

The 2017-2018 NAWIC year is almost over and we couldn't be happier with our progress towards *making a measurable difference for NAWIC* through marketing and membership. We want to encourage everyone to please submit your Marketing and Membership contest entries by July 13th 2018 to prmarketing@nawic.com.

The M&M committees have worked hard on our bi-monthly conference calls and we believe they have been a great success. Thank you to all the ladies who have made a presence on these calls. Your feedback has been greatly appreciated. We have two conference calls left before AMEC and I hope you all make the effort to join us on them. Marketing and Membership should not be left to just the committees, whether it's at the national, local or chapter levels we are all representatives for NAWIC. We pride ourselves on the relationships that NAWIC allows us and we should share that with others as much as possible.

Below are the instructions and information on the M&M Contest that will be awarded at AMEC 2018.



SPONSORSHIP CONTEST

How to Win: Be the chapter with the most growth in sponsorships over a 1 year span.

How to Enter: Send in your treasurers report showing growth over 1 year span along with a short summary about how your chapter accomplished the growth in sponsorships!



EVENT CONTEST*

How to Win: Hold an event BIGGER than anyone else!

How to Enter: Turn in any documentation on how many people were in attendance at your Event and tell us in the email a little bit about the event you held.

Examples: Guest List, RSVP list, Registration



SOCIAL MEDIA CONTEST*

How to Win: Have more interaction on a FACEBOOK POST than any other chapter.

How to Enter: Turn in your "Facebook Insights" that shows the post interaction data. This can be checked back through 180 Days. Please turn in 2 posts entries so that we have a tie breaker!



Last but not least we would like to thank our amazing Committee Chairs for their hard work and dedication for 2 years. Victoria (Marketing) Jillian (Membership) are two of our future leaders in NAWIC and have only begun to share their ideas and talents with us. These ladies put in their time and effort to push NAWIC to achieve new heights through 2016-2018 years. **THANK YOU BOTH!**

2017-2018 Marketing:

Chair: Victoria Kurczyn – Pittsburgh, PA, North Central Region

Co-Chair: Jessica Huff – Jackson, MS, South Central Region

2017-2018 Membership:

Chair: Jillian Penkin – Gr Rochester, NY, Northeast Region

Co-Chair: Kelsey Holt – Boston, MA, Northeast Region