

ELIOT INSTITUTE BOARD MANUAL

COMMUNICATIONS COMMITTEE

Structure and Marketing Plan

Scope of Work: Reviews and amends annual the Communications Marketing Plan. Implements the Plan using tactics that will

- 👍 Increase the numbers of new campers at Eliot.
- 👍 Assure maximum numbers of current campers re-register for future Eliot camps.
- 👍 Help the existing Eliot community understand and support any changes made to camp activities and policies by the Eliot Board or Registrar

[Special note: All communication with campers about a camp that they are registered to attend is the responsibility of the Registrar. This committee does not have responsibility for those communications, except to provide advice and input when requested by the Registrar.]

Structure: Chaired by the Vice President - Communications and comprised of experienced members of the community who are enthusiastic about Eliot and who possess some of the following qualities: Facility with computers, email and the Internet, oral and written communication skills, editing skills, graphic arts skills, marketing and communication experience, outgoing personality, and knowledge of the camps. In addition, the person who manages the Eliot website, whether paid or unpaid, is an ex-officio member of the Communications Committee.

Subcommittees: The Committee consists of sub-committees which currently are:

- 👍 Eliot Ambassadors – Purpose is to recruit Eliot campers to act as promoters of Eliot in each congregation in the PNWD including Church of the Larger Fellowship.
- 👍 Newsletter production – Works with the Committee to produce two newsletters each year, one in fall and one in spring.
- 👍 CanAm / Naramata – Consists of campers who specifically promote the Naramata camp.
- 👍 Graphics – purpose is to redesign Eliot poster and brochure.

Tasks:

- 👍 Liaison with Program Committee to gather information about new speakers and programs.
- 👍 Creates flyers and other promotional material for camps.
- 👍 Creates semi-annual newsletter
- 👍 Creates promotional material to be sent via email to: Eliot Ambassadors, previous campers, congregations, ministers, DREs, PNWD Board members, PNWD and CUC staff, and others as appropriate.
- 👍 Reserves a table at the PNWD Annual General Meeting and perhaps CUC Annual Meeting and delegates staffing of table.

- ☺ Liaison with Treasurer and Board to determine registration fee or other promotional discounts.
- ☺ Promotes Eliot camps in other UU venues as appropriate; i.e., GA, CU2C2, etc.
- ☺ Liaison with Web Manager regarding publicity material, new, updated and amended, for the Eliot website.

COMMUNICATIONS COMMITTEE TIME LINE

FEBRUARY

- ☺ PNWD conference PR presence – AGM is in Boise this year. Is it cost effective?
- ☺ Connect with Ambassadors for annual campaign – packets or email
- ☺ Ambassadors promote summer in congregations.
- ☺ Newsletter item submissions

MARCH

- ☺ Website updated regularly through spring.
- ☺ Spring newsletter prepared and mailed.
- ☺ Email campaign for congregation newsletters
- ☺ Ambassadors promote throughout Spring

APRIL

- ☺ Unrepresented congregations contacted.
- ☺ Continue monthly newsletter email campaign.
- ☺ Ambassadors promote summer in congregations.
- ☺ Website monitored.
- ☺ Email campaign for congregation newsletters
- ☺ Liaison with Program Committee for next year speaker information.

MAY

- ☺ Ambassadors promote for remaining camp spaces.
- ☺ Email campaign for congregation newsletters
- ☺ Flyers for winter and following summer camps developed for inclusion in summer packets, CUC AGM and UUA-GA.
- ☺ New poster developed.
- ☺ Website monitored.

JUNE

- ☺ Create Eliot presence at General Assembly in Portland
- ☺ Identify ambassadors to do PR at camp meetings for three summer camps.
- ☺ Supply registrar with flyer materials for registration packets.
- ☺ Website monitored.

JULY/AUGUST

- ☺ Meet with ambassadors at camps for community-building, idea exchange and feedback.
- ☺ Recruit new Ambassadors

SEPTEMBER

- ☺ Newsletter item submissions (deadline – 15th)
- ☺ Prepare fall newsletter for early October mailing.
- ☺ Send packets to ambassadors for winter through next summer camps.
- ☺ Email campaign for congregation newsletters re Winter

OCTOBER/NOVEMBER

- ☺ Ambassadors promote Winter Eliot.
- ☺ Recruit new Ambassadors
- ☺ Email campaign for congregation newsletters re Winter

JANUARY

- ☺ Prepare proposed Communications budget
- ☺ Prepare display material and representation for PNWD conference in February.
- ☺ Prepare flyers for PNWD AGM
- ☺ Prepare for February publicity of summer camps including advertising in CUC material and PNWD material.

Revised January 2007