



Marketing Proposal

From the fruitful minds in the Finance Committee

Basic concept: Use our “new member” mailing to give everyone a few business cards, some badge tags for conferences, a sticker, and a welcome letter.

Option One: Send this package to every member.

Option Two: Send this package to every new member from now on.

Option Three: Put this on the web site and allow any member to request a “Kit” like this.

- This has the advantage that they can check a box to reimburse us \$10 or \$15 for the cost of the package.

Contents are intended to welcome the member, give them a brief tour of our web site and social media, AND give them some cards and name tag badges to take to conferences they attend.

This will be generally good P.R. work, and will make it easy for anyone to help represent us at the events they attend.

Cost with postage estimated at \$11.00 each.

