

**ANN Marketing & Membership Committee**

Purpose

- To survey needs of members and review evaluations of events
- To improve quality while cutting costs of providing membership services
- To increase and strengthen membership benefits
- To increase usage of Non-Profit Purchasing Group (NPPG) portal
- To establish marketing partners for roundtables, webinars and workshops
- To increase donations from corporate supporters
- To increase number of registrants in fee-for-service projects, like the Nonprofit Website Project, webinars, workshops and roundtables
- To recruit nonprofits
- To strengthen sponsor program (i.e., vendors who serve nonprofits)
- To increase retention rate of continuing members
- To increase number of prospects overall and in target sector segments (email database)
- To create, recommend and revise Marketing plan

Deliverables

- Secure sponsor for 2013 direct mail campaign (postcards)
- List of benefits updated semi-annually
- Annual report
- Recruitment, retention and renewal processes
- Marketing plan
- ANN membership webpages reviewed and recommendations made for improvement
- Report on Non-Profit Website Project (NPPG) usage
- /marketing website created for committee members
- List of marketing partners for roundtables, webinars and workshops

2012 Meeting Dates

- March 3 - Time: 9 am
- May \_\_\_\_\_ - Time: \_\_\_\_\_
- July \_\_\_\_\_ - Time: \_\_\_\_\_
- September \_\_\_\_\_ - Time: \_\_\_\_\_
- November \_\_\_\_\_ - Time: \_\_\_\_\_

Co-Chairs: \_\_\_\_\_

Members: Patti Meals, Dana Serrata