**Public Relations / Marketing Report**

**Management Team Meeting June 2016**

The new members drive will be a busy time for PR and membership from now until mid July.

At the time of writing, a flyer has been produced, (1000 flyers on this run) printed and are in the process of being guillotined for distribution to Chorus on 17/6/2015. Kate Hawkins was instrumental in helping with this process which as incoming Chair is greatly appreciated.

**Timeline for New Members Drive:**

Free Open Night 8 July 2015

Six Week course commences 15 July 2015

**17/6/2015 and 24/6/2015: Internal advertising. No cost to Chorus**

Flyers to be distributed at Chorus. Members asked to distribute within their local area in Gyms, Cafes, Shopping Centre Notice Boards, Hairdressers, Church or other locations that are appropriate. PR has already looked at and will be able to post flyers on Noticeboards at Norwest Shopping Centre, Circa Shopping Centre, Seven Hills Shopping Centre, Winston Hills Shopping Centre, Gloria Jeans Home Hub Castle Hill and Norwest.

**19th June, 2015: Local School Newsletters. No Cost to Chorus**

Many school newsletters have a section for Community notices, which are free. PR will contact schools in Local Area: Crestwood, Matthew Pearce, Winston Hills, Winston Heights and others to see if we can post our flyer in their newsletters if timing permits before school breaks for holidays,

***For Discussion at Management Meeting***:

**26th June, 2015: External paid letterbox drop - $49.95 + gst per 1000 leaflets**

Management Team to consider a proposed Letterbox drop with Bella Vista / Crestwood area. Box 2 Box are based in Castle Hill and deliver leaflets to streets of our choice. We would be able to target particular streets within areas close to St Josephs to catch the attention of local residents. Not all runs are walked every week, there is a two week turnaround to ensure leaflets will be delivered. Payment needs to be made prior to delivery. Additional leaflets would need to be printed and cut for this proposal to proceed.

**23 June, 2015: Press releases for local papers**

Press releases sent to local media possibly using a “Local” chorus member as a testimonial (Time permitting to get quotes from members). This gives us two opportunities to make the local papers on 30/6/2015 and 7/7/2015.

“What’s On” middle section of paper – placing our information in this area of the paper

**24-30 June, 2015: Social Media**

There are many local based groups on Facebook with large numbers of members. These range from buying / selling to Women’s Networking groups within the Hills District. I have been given approval from Administrators of Groups to post our flyer and details of new member drive on most of these groups Facebook pages. Some of these pages allow you to post twice per week.

Groups are:

Winston Hills Public School Parents 206 members

Hills District Business Mums 1899 members

The Ponds 2766 members

Northmead and Surrounds Mums 455 members

Stanhope Gardens and Surrounds community Group 3056 members

Crestwood Parents Information Group 121 members

Hills District Tween and Teen Mums 1019 members

There are also groups where you can buy / sell / or advertise pretty much anything.

These groups are

Hills District Buy and Sell 2838 members

The Ponds Rouse Hill Buy and Sell 9742 members

Parramatta and Surrounding Suburbs Buy Swap Sell 4819 members

Hill District Trading post 7501 members

Looking for a Band Members or Band (Longshot but never know) 5650 members

Hills District Business Mums Garage Sale 1020 members

Dural Castle Hill, Kellyville and The Ponds Buy / Sell 2081 members.

Lyn and Alison have their phone numbers on the flyers we have just printed.

Prior to posting on large social media pages there is an opportunity to customise the flyer that directs people to the website and NOT have a phone number, to be discussed.

I have not looked into “Paid” Facebook advertising at this stage. I have been approached by a member of Hills District Business Mums Network to assist free of charge but am cautious to proceed down this path. If any members have experience or knowledge as to effectiveness of this process please speak with me.

**Radio**

Membership Chair contacting Linda Mottram and other programs. Lyn Howells to report.

**Sausage Sizzle at Masters**

PR to discuss with Fundraising the possibilty to promote New members drive at upcoming Sausage Sizzle.

**Shopping Centre stands –**

At present there is no planned activity within a shopping centre. Chorus members are committed to the Sausage Sizzle on the weekend prior to new members drive.

Kind regards

Sharon Sullivan

PR Chair