**Regional Association**

**Communications Committee Description**

**Chair:**

**Co-Chair:**

**Committee Members:**

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**Committee Summary**

The primary function of the Communications Committee is to communicate the regional association events and opportunities through several avenues (social media and marketing).

**Essential Functions**

* Set a budget for the year
* Work within the budget
* Sell advertising ad space (website, newsletter, e-blasts)
* Increase awareness of what all committees are doing for the association
* Work with all committees on communicating upcoming events
* Research relevant articles, testimonials, webinars, and news and share with members
* Attend regional association events and get photographs for posting in various ways
* Brainstorm creative ways of reaching out to membership

**Marketing Avenues:**

There are multiple avenues in which to communicate:

Social media, calling campaign, post card mailings, newsletter advertisements, website, signature block on Executive Director’s e-mails with list of upcoming events, e-blast campaign, handouts (at other events), supplier donations with advertising to promote upcoming event, dimensional mailing, and You Tube videos.

Work with each committee and devise a plan of attack along with Executive Director to come up with a timeline and to do list.