

# Marketing Committees

## 1. Meeting & Speaker Promotion

### **Set up one live spreadsheet that all groups share.**

- a. Each group will be responsible for updating the spreadsheet with the speaker name, dates, subject, etc.. This will allow staff to have one central place to pull up to date information from
- b. Allows groups to see which speakers are scheduled to speak at other meetings
- c. Marketing / Website staff will pull speakers, topics and links from spreadsheet to post on Marketing Webpage and the Insider email

## 2. Speaker Scheduling

### **Marketing committees are responsible to schedule their speakers**

- a. Per the member surveys, members are most interested in market updates. Members are also asking for fewer meetings to attend as zoom fatigue is a problem. To be able to offer this information on a regular basis and reach the most members, speakers that address subjects relevant to the entire membership such as Gov Hutchison, C.A.R. and NAR Directors will present at Bay East Town Hall meetings or Insider Live.
- b. Marketing Committees continue to focus on providing local government issues and local market updates.

## 3. Charitable Fundraising

### **Increase involvement in the community by working directly with non-profit organizations.**

- a. Bay East staff and the Foundation have been working with the marketing committees to conduct raffles, auctions and fundraiser that raise funds for local charities. The reporting associated with the raffles especially is very time consuming. It takes significant time from both the staff liaison and accounting department to account for the funds raised, create an analysis of the revenue & expenses of each raffle, and report to the State of CA on those, \$500 donation limit per committee.
- b. Starting January 2021, BE staff will assist the marketing committees on conducting
  - i. 1 general fundraiser,
  - ii. 2 raffles
  - iii. 1 auction
- c. This potentially amounts to 20 fundraising events per year between the 5 marketing groups.
- d. Marketing Committees that would like to conduct additional fundraisers may do so by coordinating directly with the non-profit who is to benefit from the fundraiser.

## 4. Sponsors

### **Re-imagine sponsorships for 2021**

- a. Marketing meeting expenses have decreased considerably based on the virtual environment. Marketing groups would like to continue providing affiliates with opportunities to promote their business. As raising funds is not as eminent as it was in the past, it is recommended that marketing groups consider identifying other ways to provide value to affiliates. Such as "Sponsor a speaker" by identifying and helping groups with scheduling the speakers. They could introduce the speaker and take a few minutes to present on their business as well.
- b. Staff will continue to set up and maintain the sponsor payment portal as needed

### **No changes to:**

## 5. Social Media Monitoring

- a. Staff monitors individual pages/groups

## 6. Committee Governance

- a. Assistance with monthly meeting agenda and minutes
- b. Assistance with Action Planning