



Aelita Archbold
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Public Relations Manager Report

January 15, 2021

The main goal for 2020-2020 is to is to empower each of the 70+ D54 Club VPPR's with tools & resources, increase engagement with members of each club, bring new members to the clubs and engage them by creating various events, such as: surveys, contests, discussions, Q & A and recognize the most active members on social media.

Engage clubs via social media platforms such as: LI, Meetup, FB & Instagram.

To provide effective e-mail and social media campaigns for each event.

Accomplishments:

- In godaddy, I created 7 new mailing lists for each officer's role.
Now we have members list and 7 separate lists with 7 officers roles. This gives much more flexibility and focused targeting during each e-mail & social media campaign.
- I had a Zoom Conference with Chris Boyk regarding direction and next steps on PRM.
- In August 16, D 54 FB Group had 75 members. By October 16, 2020, it has 120 members!
- I create daily posts about leadership growth, District events & post it in the group.
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- In January I sent and continue sending weekly e-mail campaigns. In particular the e-mail campaign for the upcoming TLI training "Leadership: Thriving in Change", and promoting this event on D54 FB Group.
- Since December 28th I am sending weekly e-mail campaigns, promoting upcoming Webinar with Tony Audrieth "The Art of Using Humor", that is held on January 19, 2021, 7:30-8:30PM. I am promoting this event on D54 FB Group.
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- On January 15th, D54 FB Group already has 142 members. And it's continues to grow!
- On December 22nd, I initiated D54 Christmas/New Year Joke Contest. I created the Contest setup, including the rules, content, coordinated judges for the contest. I created the FB Event for the Contest and promoted it through the e-mail campaigns. The Contest was closed on January 15th, 12:00 PM. We had 5 submissions. Judges will determine the 3 winners on January 16th and I will announce the winners on D54 FB Group and Chris will

post it on D54 website. The winners is to receive the gift certificates as follows: 1 Place \$50, 2 Place \$30, 3 Place \$20.

Goals for 2020-2021:

1. Newsletter Editor

**Respectively Submitted,
Aelita Archbold PRM
Public Relations Manager
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