REGION 10 MARKETING AWARD CRITERIA
2016 - 2017

Name: _____

Chorus: _____

REQUIRED ACTIVITIES:

1. I have emailed my contact information to the RMT Marketing Coordinator.

   _____

2. We have a chapter website and keep it updated. _____

   _____

3. Which social media sites do you utilize to promote your chapter activities (Facebook, Twitter, Meet-Up, Instagram, etc.)? _____

   _____

4. We post at least 1e new item on our website & social media every month.

   _____

5. Which local news media and civic organizations did you network with?

   _____

   _____

6. Where/how did you utilize the Sweet Adelines brand "Real Women, Real Harmony, Real Fun"? _____

   _____

7. What type of marketing support did you provide for / at community events, (sing outs, volunteering, etc.)? _____

_____

_____

8. What type of material (business cards, flyers or brochures, etc.) do you distribute at events? _____

_____

Is "Sweet Adeline's International", is printed on these? _____

9. Provide a short summary of your chapter's 2016/2017 marketing efforts.

- What things worked well? _____

_____

_____

_____

- What things did not produce the desired results? _____

_____

_____

_____

- What things you plan to do differently next year? _____

_____

_____

_____

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ADDITIONAL ACTIVITIES – pick any 4:

____ Join the 10 Marketing group - our private group in Facebook

_____

____ Tell me about something you found interesting on the SAI Marketing Center website and how you used it. _____

_____

_____

_____

_____

____ Attach a copy of your annual PR/Marketing Plan along with this form

_____

____ Attach a copy of your Marketing Calendar along with this form

_____

____ If you participated in, "Marketing Mondays" (one Monday a month send out flyers, brochures, PSA, rehearsal announcements anything advertising your chorus and Sweet Adelines Intl.), let me know how helpful you think this was. Did it help you organize and coordinate marketing activities? What type of responses did this generate?

_____

_____

_____

_____

____ Use and maintain email lists to send out promotional announcements or communications (ex. of email lists: patrons, former members, media contacts, guests/visitors, etc.) and tell me how you keep them updated.

_____

_____

_____

____ If your chorus participated in the Global Open House, Bowling for Barbershop campaign, or other membership drive, tell me how it was marketed and what was the turnout/outcome. _____

_____

_____

_____

____ Tell me how you market R10 Fall Regional Weekend, Winter Regional Weekend, Chapter Leader Workshop and Summer Area Schools to your chorus. _____

_____

_____

_____

and what additional things could you do to reach more members?

_____

_____

____ If you use Meet-Up, provide a summary of how often you update the Meet-Up page, how many visitors have come to a rehearsal as a result, and how many have joined? _____

_____

_____

_____