



## MARKETING & PUBLIC RELATIONS COMMITTEE

**CHAIR:** Hope Voight

COO, Tweet/Garot

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### **Purpose Statement:**

The marketing and public relations committee serves as an advisory committee to the executive director and the board of directors on marketing, public relations and branding matters in general.

### **Committee Authority and Responsibilities:**

- 1) Take responsibility for designing most suitable and descriptive overall public brand desired for the Alliance.
- 2) Development and implementation of a communications plan regarding all relevant groups of stakeholders. For each group, the Plan would specify activities, such as:
  - a) The desired image and/or influence that the organization wants to have with that group.
  - b) How that result will be accomplished with that group.
  - c) Who will work to accomplish it, how and when it is due.
- 3) Development and implementation of a Promotions Plan for each product or service, with activities similar to the above three.
- 4) All relevant forms of social media are used to full advantage in public relations and promotions. Progressive Committees are developing and implementing Social Media Plans.
- 5) Receive proper approval from the Chair and/or Board for any public relations and/or marketing efforts that will incur a cost of more than \$50; and are not related to standard daily communications such as e-newsletters, social media publishing and/or communicating directly with the public.