



To: Mike Bagby, President, Illinois District/BHS  
From: Daniel Garcia, CO-DVP Marketing & Public Relations, Webmaster  
Greg Grey, CO-DVP Marketing & Public Relations  
Re: Marketing Report since July 2011  
Date: February 3, 2012

- Used email marketing tool (Vertical Response) to send several communications including
  - District Updates
  - Pre and post convention information
  - IDAH information
- Set up online registrations for IDAH
- Administered Facebook page for the District (social media)
- Maintained District website

To: Mike Bagby, President, Illinois District/BHS  
From: Daniel Garcia, CO-DVP Marketing & Public Relations, Webmaster  
Greg Grey, CO-DVP Marketing & Public Relations  
Re: Marketing Plan for 2012  
Date: February 3, 2012

- Continue communication with members by sending out District updates
- Work with chapters to determine their marketing plans
  - Identify marketing chapter officers and if there isn't one, help them establish one
- Put team together to take over administration of District website
- Develop District press kit/materials that chapters can use to supplement their needs (logos, District information, etc)
- Create database of media contacts