



Illinois District Marketing & Publicity Report
Fall 2014

1. New for fall convention
 - a. Switched credit card processing for website to PayPal – accepts Discover and American Express
 - b. We will accept credit/debit cards at convention through Square
 - c. Change marketed through website and email blast

2. Best Seat in the House for fall convention – fundraiser for Harmony Foundation
Link to bid page on website

3. Society Storytellers Program
 - a. PROBE soliciting stories from “district storytellers”
 - b. Illinois featured in the PROBE Top Ten published online 7/25/14 for the four YIH events in September and October

4. District Email List
 - a. Will emphasize signup for the official email list in run-up to convention
 - b. Statistics over the last year indicate only about 400 people open most emails and at least some are not district members
 - c. Most cost-effective way to communicate from district – new members should be advised to sign up by chapters

Respectfully submitted,

Derek Gilbert
VP/Marketing & PR
August 15, 2014