



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  
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