

To: Mike Bagby, President, Illinois District/BHS  
From: Daniel Garcia, DVP Marketing & Public Relations, Webmaster  
Re: Marketing Report since August 2010  
Date: January 13, 2011

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

To: Mike Bagby, President, Illinois District/BHS  
From: Daniel Garcia, DVP Marketing & Public Relations, Webmaster  
Re: Marketing Plan for 2011  
Date: January 13, 2011

- Continue communication with members by sending out District updates
- Continue to work with Board to survey members
  - Use web-based survey tool
- Work with chapters to determine their marketing plans
  - Identify marketing chapter officers and if there isn't one, help them establish one
- Work with Groupanizer on new District site
- Develop District press kit/materials that chapters can use to supplement their needs (logos, District information, etc)
- Create database of media contacts