



Developing Marketing Plans for Your Club

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Extension Association of New Mexico State Meeting

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Introduction Activity

- ▶ On your sheet of paper write 1 short sentence for each of these questions:
 1. Why did you join your EANM Club?
 2. Why are you still a member of EANM?





Why People joined EANM

- ▶ To learn new ideas and meet people
- ▶ To learn more about what it was about
- ▶ Recommended by a relative
- ▶ I became an advisor
- ▶ To support the members as an advisor
- ▶ Came to a district meeting
- ▶ To thank them for giving the Blue Stars mother a check
- ▶ Remember going when my Grandma came
- ▶ Sounded like fun
- ▶ I was a new bride
- ▶ I always wanted to and finally had time
- ▶ Was invited
- ▶ Had time and wanted to meet people
- ▶ Friends told me about it and I enjoy it
- ▶ Wanted to meet new women in my community
- ▶ New in a rural community
- ▶ Newly retired
- ▶ Tradition, important learning, and growth
- ▶ Saw an article in the paper and got matched with a club
- ▶ Meet people
- ▶ For social and service activities
- ▶ Because Rosie told me to
- ▶ New to the community and wanted to meet people



Why People Are Still Members of EANM

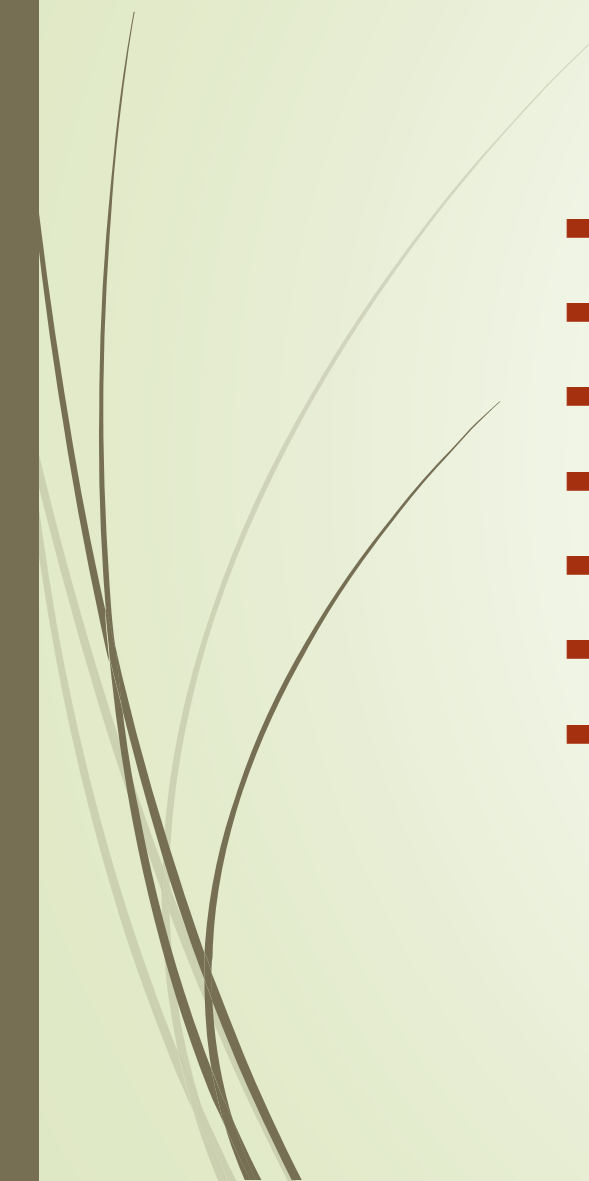
- ▶ To continue learning and having fun
- ▶ Friendship
- ▶ Great ladies and programs
- ▶ For the volunteering
- ▶ Still the advisor
- ▶ Opportunity to work with a group of volunteers
- ▶ Liked the people and wanted to be a part of it
- ▶ Local education
- ▶ Love it
- ▶ Fun
- ▶ Wonderful ladies to work with
- ▶ Service to others
- ▶ Lifelong adventure
- ▶ Enjoy it
- ▶ Important lifelong learning
- ▶ Enjoy learning new things
- ▶ Enjoys it and glad it makes a difference
- ▶ Enjoy doing things in the community
- ▶ Learned so much, enjoy the camaraderie
- ▶ Love the activities
- ▶ Still meeting new people
- ▶ Because of friends and activities
- ▶ Commitment and friends
- ▶ Always learning



County and Club Marketing Plans



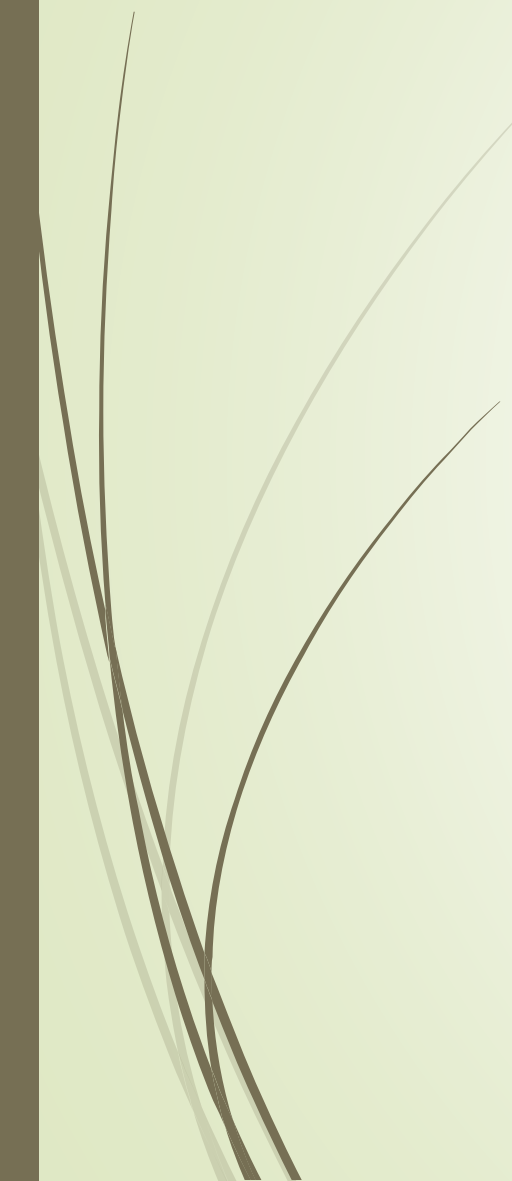
Marketing Strategy Basics

- What is your goal
 - Who is your audience
 - What message are you going to deliver
 - What methods are you going to use
 - Who is responsible
 - By when
 - Be realistic
- 



What Are Your Marketing Goals

- More Members
 - Bring Back Members
 - Promote an Activity
 - Support for Extension

 - Be specific and make goals measurable
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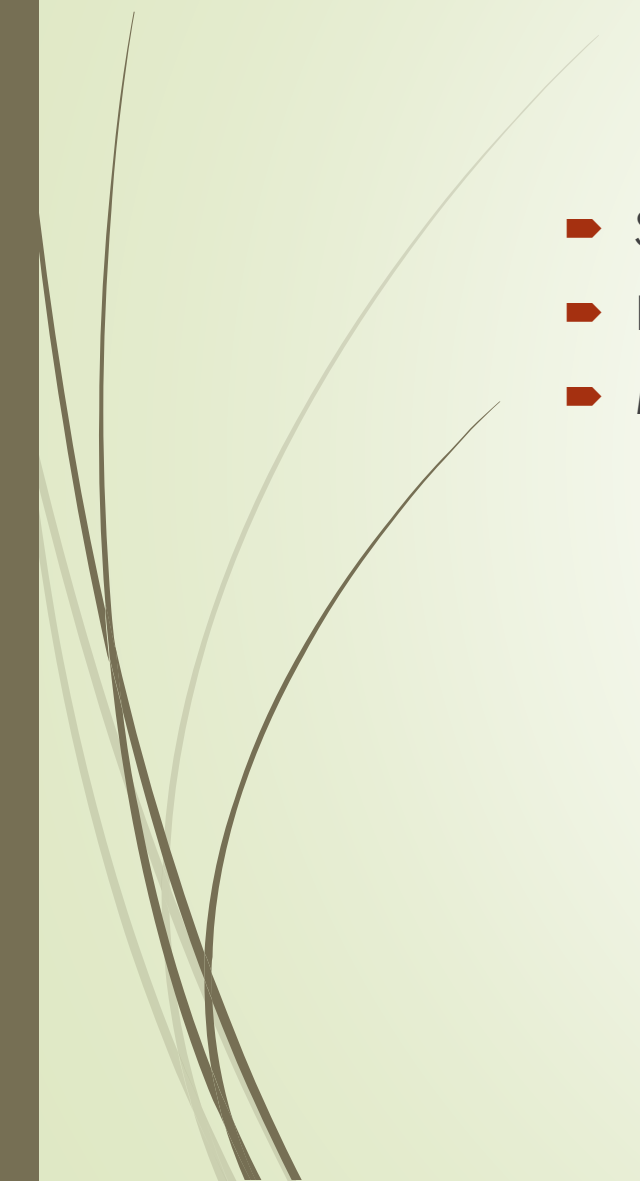


Create An Action Plan

- ▶ Action Plan Tells
 - ▶ Who?
 - ▶ What?
 - ▶ When?
 - ▶ Strategies

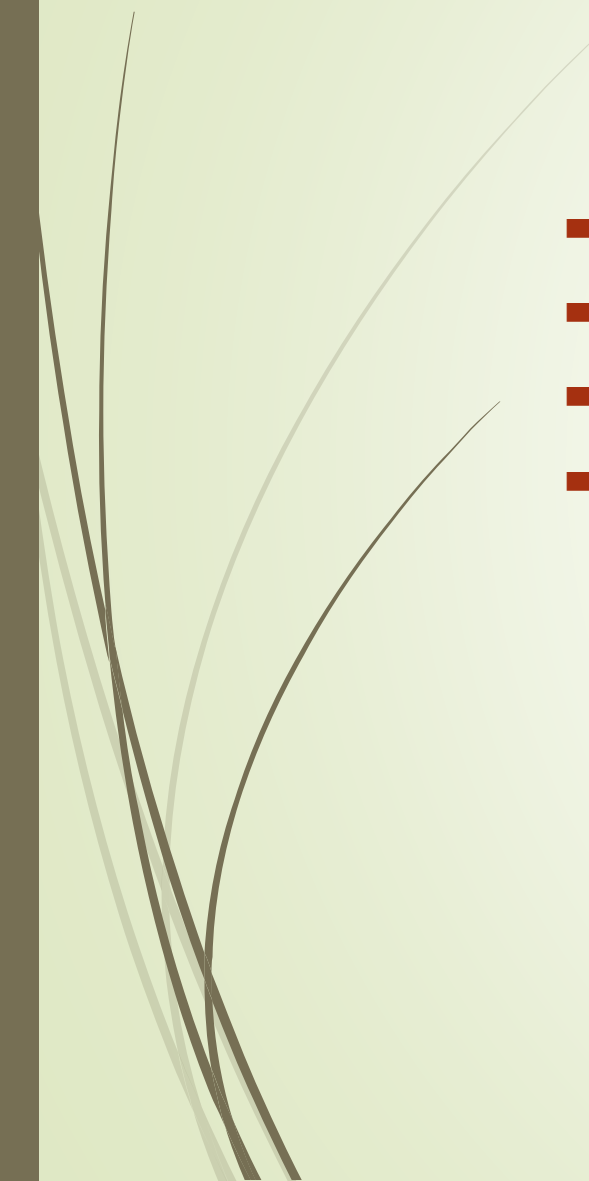


Evaluate How Well You Did

- ▶ Set a target date to be completed
 - ▶ Review your plan and see if the steps were completed
 - ▶ Measure if you hit your goal
- 



Lets Share Some Methods

- ▶ Events for Public Relations
 - ▶ Parties to Recruit Members
 - ▶ Co-host Events to Raise Funds
 - ▶ Create Brochures
- 



County Reports

- ▶ What did your team come up with for a plan.