

3 TIPS TO SIMPLIFY CLUB MARKETING

Marketing is promoting your Club and what it does to the community, potential Members and the children you serve. Marketing does not have to be cumbersome and time-consuming. A good marketing plan consists of creating dialogue with your audience and social outreach. The three tips below will help get your Club's name out in the local community.



THINK LOCAL

Local media outlets in your community want to share your Club's success. Most media sources set aside space for community and non-profit events. Optimist International provides fill-in-the-blank news releases that Clubs and Districts can use in connection with their participation in international programs, new Club announcements and other activities.



UTILIZE SOCIAL MEDIA

Does your Club have a social media presence? Engaging with current and potential Members on social media websites like Facebook, LinkedIn, Twitter and Meetup is a great way to tout your Club's accomplishments, increase community interest and connect with other Optimists. An active Facebook page can enable your Club to speed up communications among Members and the community you serve.



COMMUNICATE, COMMUNICATE, COMMUNICATE

Everything your Club does can be newsworthy. Consider setting up a Club marketing or public relations committee to help promote upcoming events, fundraisers or membership drives. Take a hint from the Optimist Club of Alamogordo, New Mexico who welcomed a new Member by submitting an article to the *Alamogordo Daily News*. This helps increase your Club's visibility and tells the community your Club is active and growing.