

**Island Women**  
Pleasure Island, NC  
Making Life Better On Pleasure Island!

## Communications Proposal

Shannon Mackay, Caroline Meeks, Jennifer Jackson  
December 2, 2009

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## Agenda

- Present a draft Communications proposal for the year 2010.
  - Committee Name, Mission, Message, 3 Step Plan
- Review 1<sup>st</sup> Quarter 2010 proposed timeline and delivery.
- Create opportunities for members to get involved on the committee.
- Review members questions & feedback for next action steps.

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

## Proposal


- **Committee Mission:** Creating Communities of Conversations.
- **Committee Purpose:** To connect our members & our community to one another by creating and maintaining a dialogue through communication vehicles.
- **Committee Message:** Connect, Celebrate and Communicate.
- **Committee Name:** The 3-C Team.

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## Action Plan

- **Expand our Brand: who we are and what we do in our community**
  - Engage existing and future members in our dialogue through social media tools such as Twitter and Facebook.
  - Submit articles, updates and news consistently to local media publications and services such as Snow's Cut Monthly, Island Gazette, Chamber of Commerce, Wilma magazine.









## Island Women

### Action Plan


- **Make it easy for anyone to connect with Island Women members**
  - Maintain and update the Island Women website with current events, content and contacts.
  - Create and distribute Island Women business/reference cards, brochures and magnets with contact information.



## Island Women

### Action Plan


- **Make it easy for Island Women members to connect to each other**
  - Establish a quarterly e-newsletter and/or print newsletter.
    - Island Women profiles, topics on how we are creating change in our community etc
  - Implement a phone tree for members to announce key events, help line and/or for mentoring and support.
  - Assist those members who do not have computers to set up and access their own email account in a home, library or coffee shop.



## Island Women

### Timeline

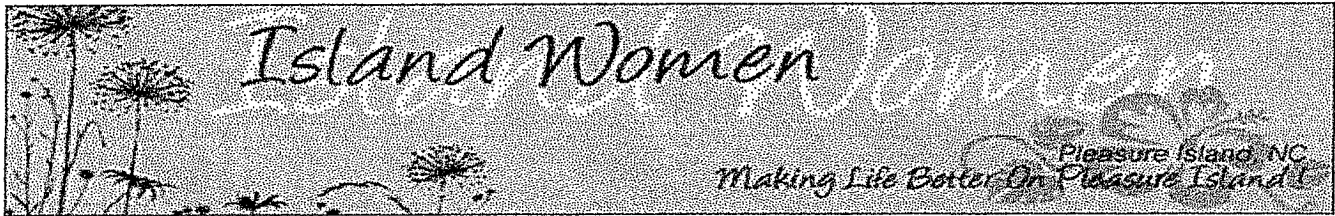
- **Jan-March 2010**
  - Establish presence on Facebook, update website.
  - Pitch one article to local media.
  - Have the design of 1st newsletter established.
  - Implement a phone tree for members.
  - Assist those members who do not have computers to set up and access their own email account in home, library or coffee shop.



## Island Women

### Feedback and Next Steps

- Is there an area that we should reprioritize and/or incorporate into our Communications proposal?
- Does anyone want to join us? If so, in what area?
- Is there a need to establish a budget for Communications?
- Current 3-C contact information:
  - Shannon Mackay: Prime contact for Facebook, Newspaper media liaison and Website. 910.448.2545. circleofloveccrmonies@hotmail.com
  - Caroline Meeks: Prime contact to establish brand and gain insight into Island Women's purpose and message. 910.458.0868. caroline@victorybeachvacations.com
  - Jennifer Jackson: Prime contact for Quarterly Newsletter and magazine liaison 910.707.0042. Jennjackson@charter.net



**Name:** Membership  
**Members:** Gail Smyth, Pat Holleman, Ginny Wagner  
**Mission:** To build and strengthen the membership of the Island Women organization  
**Message:** Connect through membership, commit through participation

**Plan:** To cultivate membership through connection, enthusiasm, energy, and inspiration

- **Through organization and administration:**
  - Produce and maintain an accurate membership data base.
    - Include 'best method' contact information.
    - Distribute list annually.
    - Establish "Members Only" section of site, through secure login for members to gain access to most up-to-date member list and contact information.
    - Allow members to update their contact information.
  - Develop a simple "New Member" Welcome Kit including:
    - Current membership list with contact information.
    - Committee/Project information with contact info for each committee chair and/or project point person.
    - Copy of recent meeting minutes and member newsletter.
  - Reach out and touch membership at least two times per month.
    - #1 – monthly meeting notice – utilizing primary contact method.
    - #2 – distribution of meeting minutes by the end of the week following the meeting (or 5 business days?).
    - Post meeting minutes to website.
- **Through member development:**
  - Establish a "Mentor-A-Member" Program.
    - Each member commits to recruit (at least?) one new member per year. (every other year?)
    - New members are assigned a "mentor" (typically the recruiting member).
    - Each member-team commits to a goal of attending at least six meetings per year.
  - Establish a "Service Award" Program.
    - Awards for volunteer hours, committees served on, and meetings attended, etc.
- **Through knowing ourselves better**
  - Perform a "Self-Assessment" by surveying current members as to strengths and weaknesses of the organization. Reasons for participation or lack thereof. Is the organization meeting member expectations?

**Next Steps:**

- From December meeting prepare implementation timeline to present at January meeting.
- Begin immediate work on updating member database