

Communications Report

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Sections Committee Meeting
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Best Practices from Sections

- Take advantage of all technologies available to communicate.
 - Email
 - Fax
 - Hard Copy
 - Website
 - Person to Person
 - PR



Set Communications Goals

- Determine what, when and how you want to communicate
- Break the goals into manageable tasks
- Make it easier rather than harder
- mine past data to sow seeds for the future
- Just do it



List of Tips – 1

- Email announcements of meetings, events, and seminars.
- Section stand alone website for general information and updates.
- Bulk email service that does list bounce feedback ranging in cost from \$95 per month to under \$50 per month.
- Once year mailing of hard copy newsletter.
- Use of color increased response in both email and hard copy.
- Fax reminders to select groups about seminars, events, etc.
- Fax reminders for meetings.
- All new members given a voucher for attending a section meeting free.
- Phone calls to update bounces or dead emails.
- Postcards as reminders for lower cost with effectiveness close to brochures/flyers.



List of Tips – 2

- Announcement of new members in newsletter is an instant feedback to both the newer members and reinforcement of value.
- Rule of 4 on campaigns – people needed 4 reminders to do something.
- Specialized committees have phone listings of past attendees and call with info on related topics, seminars, or special events.
- Some sections only do word documents as attachments, others do text embedded into the email, others use html messages. Demographics determine the most effective email format.
- Lapsed members often just want a note that they are missed. Dropping a postcard to them with a note that they get into the meeting with a discount with the postcard is also an effective “coupon” for regaining the member.



Resources from SPE Headquarters

- SPE News Brief Service
www.4spe.org/communities/ld/newsbriefrequest.php
- Data Download Service
www.4spe.org/communities/ld/datadownload/index.php
- Section / Division Newsletter Portal
www.4spe.org/communities/newsletters/index.php
- Section / Division Webpages
www.4spe.org/communities
- Section / Division “Best Practice” White Papers
www.4spe.org/communities/ld/index.php#8

Email leadershipservices@4spe.org for assistance with any of these services

Visit the Leadership Services Area of the SPE website
(www.4spe.org/communities/ld/index.php) for additional services & resources

