Marketing Meeting 3rd March

Actions

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| Agreed the March21 newsletter hand delivery list; 11 members with Rodney Bedford, Brian Hawes and Kenneth Sandell lapsed. No new members added. Deliverers to decide individually whether to include the national short form newsletter with our own. | RM  RF  LW  MH |
| Rod to continue to author the monthly newsletter; Madeline to provide introductory article. | RM  MH |
| Retention figures look good given the current situation; 702 members of which 29 are new. Feedback suggests that others are likely to rejoin in September if/when restrictions have been lifted. |  |
| For future expansion, recent suggestions from members include more activities for men; a more light hearted literature group; and walking sports such as football. Richard and Linda to approach contacts who may be able to follow up on these. | RF  LW |
| Website and Facebook going well, with group engagement growing. Work on Pathfinder grants has been delayed by illness at Head Office; this includes one from us for Facebook promotions. Given the current opening up of outside activities which need to be marketed immediately, it was agreed to try a once off promotion based on did we agree a topic? We discussed a new group like walking football if possible/or the general opening up. Promotion to be funded by donation. | ? |
| In support of marketing, Beacon needs to distinguish between permanently lapsed members and those likely to return after lockdown. | LW  LH |
| Linda to invite member David Curtis to a marketing meeting, with the option of joining if he wishes. [A marketing professional, actively supporting the Rotary Club in this area]. | LW |
| I’ve written down Richard to write to groups, but I can’t remember the context - possibly the general opening up of outside activities? | RF |
| National u3a Day could be an open informal party, with small group leaflets available for newcomers to take away. So no planning action currently required. Madeline to track any national developments. | MH |
| Rod to check BVA application by email with main committee prior to meeting. Madeline to post once agreement received. | RM  MH |
| New photos at the bottom of the website home page to be kept static, following past feedback that too many rolling sections distract from the page’s main messages. |  |