



Founder's District DEC Report

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Jeanne Cassidy, DTM

Public Relations Manager (PRM)

Founder's District, 2019

email: Lighthouse2349@gmail.com

Public Relations Manager Report

Objectives for 2019

- Increase awareness of Founder's District (FD) incentives and outside-the-club activities
- Establish and engage the PRM team, including club VPPRs
- Publish Founder's District 75th Anniversary article series
- Create buzz for Diamond Web award contest
- Update Facebook, Instagram and LinkedIn with relevant and interesting content

Current Status

- Continue to publish email blasts from Trio
- Create "what's happening in Founder's District" info blasts
- Conduct PRM team conference call week of 2/12/19
- Work with VPPRs to encourage posting content and videos on FD social media

Issues

- Still working to ramp up along the PRM learning curve
- Recruit judges for Diamond Web award contest
- Encourage VPPRs to publicize their clubs and WOW!
- Collect PRM best practices for succession planning

Recognition

Special thanks to Christine Brady and Vicky Schroeder for sharing their social media and PR expertise with me. Christine continually posts and keeps our presence alive. Lori Shapiro is also a regular contributor. Gisele Nguyen is developing a series of articles to highlight Founder's District Diamond Anniversary (75th).

Thank you to all who comment and like our posts on Facebook, LinkedIn and Instagram!!!

RISE TO YOUR TRUE VALUE