

December 2014

## **Marketing Committee Report**

Our committee, composed of Bill Harlan, Jeanie Brown, Marilyn LaFleur and Len Fettig, began with a round of general brainstorming. After collecting ideas and organizing them, we came up with two principal areas to work on.

- Improve communications at all levels within District 15
- Marketing – especially Regional Tournaments

Most of the effort, over the last two months has been in gathering information and in setting up a District email account.

### **Email**

Our District email account is: [district15@acbl15.org](mailto:district15@acbl15.org)

We have group mailing lists that will reach the Unit Coordinators (STaC, GNT and NAP), the Club Managers and the players in each unit. We will set up additional groups as needed. When the list of D-15 Board members is completed, we will set that up as well.

Using a District email account will make maintaining the email lists easier. However, keeping our various mailing lists current will be a challenge.

Greg was a big help in setting up our D-15 email account.

We have incorporated our KC-NABC logo into the signature area, so every email that goes out will be promoting our National.

District board members can begin using the email account at any time. Let me know and I'll send you the password, [len.fettig@cox.net](mailto:len.fettig@cox.net).

## **Data Privacy**

To protect the email privacy of our members, we will follow the Privacy Policy that the ACBL recently published. Our primary source of email addresses is from the data available for ACBLScore. We can easily grab any information we need from that file and import it into our email account. We have email addresses for roughly half of our members. Additional email addresses have been provided to the ACBL, but the players have asked that their information not be used for marketing.

Interestingly, quite a few Board Members (National, District and Unit) and Club Managers have opted out of sharing their email addresses. The ACBL is taking the position, subject to future revision, that some people, because of their position, cannot shield their email addresses.

So we will follow the lead of the ACBL and use these additional email addresses. We will not use email addresses that are collected by other entities. Many clubs maintain lists of players and their email addresses. We ask for email addresses at Tournaments. As an ACBL District, we will not roll any of this data into our email account.

## **Marketing Regionals**

Our next Regional is in Oklahoma City. We can prepare a marketing plan to promote any of our Regional Tournaments. The OKC tournament has had quite a few issues that have upset our players. Shelba has been contacted about some of the player complaints that we received. We are waiting to hear about the corrective action that is planned. We can then key off of those remedies in our promotional activities.

We will contact the Tournament chairs for the Tulsa, Wichita and KC regionals and explore marketing activities with them as well.

## **Grass-Roots Marketing**

For GNT and NAP, we are waiting for a list of clubs who have participated in those events over the last three years. We will then be able to move forward on marketing ideas and strategies.

For STaC, we have not done anything directly, however we did send an email to all of our D-15 Club Managers with a helpful guide so that they can put together their club calendars for 2015. (copy attached) We listed all of the D-15 Grass-Roots events. This is a small step, but it was a nice test of our broadcast email process.

## **KC-NABC Marketing**

Other than using the event logo in our email messages, we have not done anything in this area.

We will need a copy of the Press Kit from the ACBL. There should be a timeline in the ACBL NABC planning guide and we would like a copy.

When there is more momentum by our KC-NABC planning team, then we will provide support.

Respectfully Submitted,

Len Fettig

## District 15 Email Account

When using our D-15 email account, please use the following recommendations:

- Address emails using the Blind Copy (bcc) option. This will prevent the email addresses from being displayed.
- Clearly identify the group of recipients by using a salutation such as:

Dear Club Manager (Unit Coordinator or other choice). This way your audience will know whether they need to forward the message to others.

- If you want replies to go to a different email address, indicate that in your message.