

NEDA YEAR-END REPORT

For: 2012

COMMITTEE: ADVERTISING/MARKETING/PUBLIC RELATIONS		
PROJECT NAME:		
PROJECT ORGANIZERS: KAT WOJTYLAK		
MAIN SUPPORT STAFF: LEE CULLEN, TRACIE RICHARDSON		
DATE OF PROJECT: 2012	ATTENDANCE:	
NUMBER OF VOLUNTEERS:	NUMBER OF HORSES:	
COSTS:	INCOME:	NET PROFIT (+)/LOSS(-):
BRIEF DESCRIPTION OF PROGRAM: TO OVERSEE ALL INTERACTIONS IN TERMS OF MARKETING AND ADVERTISING RELATING TO PUBLIC ON BEHALF OF NEDA. THIS INCLUDES EMAIL MARKETING (NEWSLETTERS), SOCIAL MEDIA, PRESS RELEASES AND ADVERTISING IN EXTERNAL PUBLICATIONS. OVERSIGHT WAS DONE ON INTERNAL PUBLICATIONS ADDITIONALLY.		
ASSESSMENT OF PROGRAM: THIS YEAR'S APPROACH WAS MUCH MORE IN DEPTH THAN YEARS PRIOR AND FOCUSED ON USING ALL MEDIUMS MORE EFFICIENTLY AND EFFECTIVELY. INCREASE IN EXPOSURE, INVOLVEMENT AND REVENUE IN TERMS OF ATTENDANCE AND MEMBERSHIP WAS SEEN.		
FEED-BACK FROM PARTICIPANTS: N/A		
RECOMMENDATIONS FOR THIS PROJECT IN THE FUTURE : TO FIND VOLUNTEERS WHO EXCEL IN VERY SPECIFIC AREAS WITHIN THIS COMMITTEE, TO SEE THAT FOLLOW UP IS DONE ADEQUATELY AND TO PRODUCE THE BEST RESULTS. CONTINUE TO FOCUS ON NEDA'S BRAND AND TO FURTHER ENHANCE IT IN THE PUBLIC		

Please include a list of all project volunteers and their title or task.

LEE CULLEN- DESIGN

TRACIE RICHARDSON- TIP EDITOR

SUMMARY: OVERALL MORE COMMUNICATION WAS DONE AMONGST COMMITTEES AND DIFFERENT MEDIA OUTLETS. TO START OFF, ALL NEDA BOARD MEMBERS WERE ASKED TO SUBMIT FEEDBACK ON THEIR COMMITTEES AND WHAT THEIR GOALS WERE SPECIFIC TO THEM. IT WAS UP TO THIS COMMITTEE TO FORM A PLAN THROUGH DIFFERENT MARKETING TECHNIQUES BY SHOWCASING THE PROBLEM OR AREA NEEDING IMPROVEMENT, COMING UP WITH SOLUTIONS AND INCLUDING A WAY IN WHICH TO MONITOR AND VALUE THE STRENGTH OF THE PLAN. THESE PLANS ALONG WITH THE OVERALL NEDA EVENT CALENDAR HELPED TO FORM A LARGER PLAN IN WHICH TO SCHEDULE PRESS RELEASES, EMAIL MARKETING CAMPAIGNS, ADVERTISING IN PUBLICATIONS AND BLASTS ON SOCIAL MEDIA. FURTHER IMPROVEMENTS AND FINE TUNING HAPPENED AMONGST SPECIFIC AREAS SUCH AS FACEBOOK AND EMAIL MARKETING IN WHICH TO BETTER REACH OUR TARGETED AUDIENCE. FURTHERMORE, A BRAND WAS ESTABLISHED FOR NEDA TO PROVIDE COHESIVENESS AMONGST ALL CURRENT AND FUTURE ELEMENTS WITHIN NEDA.

