

Strategic Ideas to Market DKG

Below you will find a wide variety of ideas to recruit new members to DKG. These ideas are divided into initial and follow-up strategies. The initial marketing strategies are separated into five categories, including community presence, tokens on engagement, invitations to events and gatherings; utilizing the DKG Marketing Plan, and others. The follow-up marketing strategies are separated into seven categories. Each section may change as new strategies are added.

Initial Marketing Strategies (examples per subcategory)

Category	Strategy
<p>Community Presence</p>	<ol style="list-style-type: none"> 1. Attend a New Teacher Orientation (NTO) or a district Open House with a table display, presentation, and door prizes to connect with: <ul style="list-style-type: none"> ● Beginning Teachers (BT) ● Educators new to the area/community ● Educators new to the profession, including lateral entry, Teacher America, etc. <hr/> 2. Place a DKG informational brochure at the local chamber of commerce for educators new or visiting the community. Include local contact information <hr/> 3. Set up and man a table at the local county fair <hr/> 4. Develop a district/regional program that offers Continuing Education Units (CEUs). Invite educators and student teachers. <hr/> 5. Visit local higher education campuses. <ul style="list-style-type: none"> ● Set up table display in commons area on approved days ● Create a visual display in appropriate departments on campus ● Attend departmental orientations <hr/> 6. Participate in a district-sponsored "Teacher Locker" which provides teachers free classroom supplies.
<p>Tokens of Encouragement *Include DKG information</p>	<ol style="list-style-type: none"> 1. Provide goodie bags made for all educators throughout the year. <hr/> 2. Give gift certificates to new teachers, i.e., coffee shops, ice cream stores, gas stations. <hr/> 3. Provide care packages throughout the year to local schools/ educators, i.e., baked goods and/or school supplies.

	<hr/> <p>4. Send 'bubble wrap' to colleagues/ prospective members as a de-stressor.</p> <hr/> <p>5. Give water bottles w/ information 'wraps' for all female educators during fall orientation.</p> <hr/> <p>6. Offer a bag of school supplies to educators.</p> <hr/> <p>7. Provide give-aways, i.e., wristbands, pencils, gift cards,.</p>
<p>Invitations to DKG events/gatherings</p>	<p>1. Invite colleagues to "Meet and Greet" informal gatherings to allow prospective members to see and hear the 'what' and 'why' of DKG.</p> <ul style="list-style-type: none"> ● Members tell their DKG story ● Collect contact information from attendees <hr/> <p>2. Invite Teacher of the Year and Principal of the Year recipients to a gathering in their honor.</p> <hr/> <p>3. Invite International grant recipients, chapter and state scholarship recipients to share at a chapter meeting. Consider a free one-year membership as a part of the grant gift.</p> <hr/> <p>4. Host a Zoom event to share DKG with prospective members.</p> <hr/> <p>5. Invite prospective members to informal gatherings to promote the social side of DKG, i.e., book club, cookie exchange, museum tour outdoor walk, lunch/dinner, Little League game, parent meeting</p>
<p>Utilizing the DKG Membership Plan</p>	<p>1. Read, personalize, and implement the plan in an orientation session with the 'who.'</p> <hr/> <p>2. Share the <i>Journey for Life</i> brochure with colleagues with an invitation to an event/meeting.</p>

Other	<ol style="list-style-type: none">1. Create a video in which a member shares her DKG story.<ul style="list-style-type: none">● Generate a QR code● Place it on recruitment materials<hr/>2. Offer professional/personal services to educators.<ul style="list-style-type: none">● Use DKG stationary● Include DKG symbols in correspondence<hr/>3. Sponsor early career educators at a local school each year. Use the five stage approach below.<ul style="list-style-type: none">● Give a small gift each month with a note that it's from your DKG chapter● Attend the back-to-school meeting and offer support in the classroom, ie., correct papers, teach small groups.● Attend a subsequent meeting to ask teachers directly what help they need.● Invite teachers to a dinner meeting to give them more information regarding the benefits of becoming a DKG member.● Invite the key school personnel to a meeting to establish a point of contact, i.e., counselor, to establish a relationship with the school community.<hr/>4. Request superintendents, principals, and DKG members active in the field to submit the name of one female teacher who fits the phrase "key women educator."<ol style="list-style-type: none">a. Invite persons to attend a meeting to receive their "outstanding teacher" certificate. *See Follow Up strategyb. Send letters to each principal and superintendent for those teachers who attended a meeting to accept their award. Example: One superintendent placed the letter on the district's website and highlighted the teacher and the award!
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**Follow Up Marketing Strategies
(categories develop as strategies are received)**

Category	Strategy
Pairing current and prospective members	<ol style="list-style-type: none"> 1. Pair current members with ‘meet and greet’ attendees to maintain contact with them however appropriate <hr/> <ol style="list-style-type: none"> 2. Request current members to mentor prospective members. Maintain contact through the year. <ul style="list-style-type: none"> ● Provide continual support ● Offer to assist ● Propose membership as they are ready
Award, Grant and Scholarship opportunities for active educators	<ol style="list-style-type: none"> 1. Invite recipients to a meeting/gathering/event to share their educational pursuits or endeavors. Extend an invitation for membership as appropriate. <hr/> <ol style="list-style-type: none"> 2. Invite recipients to share their progress toward attaining her degree. <hr/> <ol style="list-style-type: none"> 3. Maintain contact with recipients with an invitation to meetings or an offer of membership. <hr/> <ol style="list-style-type: none"> 4. Distribute funding source applications to applicable educators within the chapter/district/region. <ol style="list-style-type: none"> a. Ensure that all current members are aware of the funding sources and assist them in applying <hr/> <ol style="list-style-type: none"> 5. Maintain contact with recipients:

	<ul style="list-style-type: none"> ● Collegial recipients of Foundation grants and scholarships are asked to contact the chapters in the area in which they live and/or attend college. ● Local chapters are provided names and contact information of recipients. ● Chapters can support college students and invite students for membership as the time is appropriate.
Guest speakers	<ol style="list-style-type: none"> 1. Invite a local expert to speak at a DKG event and extend membership invitation to the speaker as appropriate. <hr/> <ol style="list-style-type: none"> 2. Invite local educators to offer a presentation about their area of expertise and offer membership as appropriate.
High School graduates (recipients of financial assistance)	<ol style="list-style-type: none"> 1. Follow recipients through their collegial experiences with tokens of encouragement. <hr/> <ol style="list-style-type: none"> 2. Ask recipients to write articles for chapter newsletter. <hr/> <ol style="list-style-type: none"> 3. Extend membership invitation as appropriate. <hr/> <ol style="list-style-type: none"> 4. Invite high school counselors to a meeting for presentation to grant recipients. <hr/> <ol style="list-style-type: none"> 5. Ask recipients to participate in state/chapter events. <ol style="list-style-type: none"> a. Example: Connecticut State Organization (CSO) asked the current High School Grant-in Aid recipient, a student pursuing a career as a music educator, and her school band to perform at the state convention and she was invited to other events. The CSO members wrote articles for newspapers and posted information on social media platforms to recognize the grant recipient both within and outside the Society.
Newsletters/Social Media/etc.	<ol style="list-style-type: none"> 1. Add potential members to the chapter newsletter mailing list. <hr/> <ol style="list-style-type: none"> 2. Post a recognition page on chapter website and/or on social media to showcase local outstanding women educators.

Correspondence	<ol style="list-style-type: none">1. Call members who do not drive and offer transportation to an event/meeting.<hr/>2. Call guests who attended a meeting or other event and to thank them for attending and ask for feedback, i.e., what they enjoyed, learned, etc.<hr/>3. Send postcards/personal letters to follow up with prospective members that have attended a 'meet & greet'
Visual Presence	<ol style="list-style-type: none">1. Add DKG to your email signature for all correspondence.<hr/>2. Offer a promo experience each semester to maintain contact with those that were initially approached.