

Marketing Committee
Allison Wheaton, Sue Shilts

Goal: Strategize publicity, manage internal/external communications, and manage website, FB and other social media

Current material

Website

- www.Summitequestrian.org Overhaul complete June 2019
 - Home- overview with snippets of info & links within site
 - About- history of the organization, client testimonials, intro to Allison, board bios
 - Sessions- breaks down services by client group, FAQ's & calendar
 - Support (Donate, Volunteer)-wish list, volunteer roles, donation link for credit cards
 - Blog- links to short stories about life at the barn, behind the scenes
 - Contact- contact form, our information, contacts for other local riding programs
 - Unseen pages: Board Resources with organization information & committee reports, session payment page.

website is updated on an ongoing basis by Allison

Facebook page

- Target audience is potential donors, clients & their families. Goal is 3 posts a week, linked to Instagram account.
- Updated by Allison

Instagram

- Target audience similar to Facebook, intention is to give a little more personal peak into the barn but majority of material linked to Facebook account.
- Updated by Allison

Press Releases

- Multiple photos in the Journal Gazette as the photographer likes to come by because we "always have something fun going on"

TV/Radio spots

- November 2019 <https://fortwaynesnbc.com/2019/11/02/fort-wayne-organization-to-host-fundraiser-to-help-veterans-using-horses/>
- August 2017 <https://www.wane.com/news/summit-equestrian-center-offers-equine-therapy-to-veterans/>
- December 2016 <https://www.wane.com/news/something-good-from-horses/>
- October 2016 <https://www.wane.com/gallery/summit-equestrian-center/>
- October 2016 <https://www.wane.com/news/horses-bring-different-perspective-to-veterans-for-healing/>
- March 2015 <https://www.wane.com/news/organization-enriches-lives-through-horses/>

Signage

Summit Equestrian Center exterior signs at the entrances and the street entrance provided through an Eagle Scout project in summer 2019

Stock the Barn materials

168 tickets were sold for the event. Allison has final update on money raised.

Yard signs were produced.

6 24"x36" prints of horse photos were produced and sold in the silent auction. 5 more prints were made as more people wanted them and we were able to sell them for the auctioned price.

Next Steps:

Population of a SEC Board member page (<https://summitequestrian.org/board-member-resources>) with Board Manual, Bylaws, Board Member Contact Information, Budget 2019-2020, Financial updates, Meeting Agendas, Meeting Minutes, Committee Notes

Specific ways other Board members can help:

- Suggest other committee members
- Let Sue or Allison know of any marketing materials that would be useful