



**Marketing Plan**  
**April, 2016**

*Making a Difference for Working Women Personally, Professionally, and Politically*

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## Executive Summary

New York State Women, Inc. makes a difference for working women personally, professionally and politically. This plan aims to increase membership by recruiting younger, more diverse members and to increase its political reach and improve professional development programming.

Through a targeted marketing communications plan, we will accomplish our goals and objectives through advertising, public relations and social media tactics over the next year while also improving internal communication. This plan requires the cooperation and coordination of chapters and regions across New York State as well as the work of student interns.

Working women are comprised of three generations – Boomers, Gen X and Gen Y (Millennials). NYS Women, Inc. needs to encourage millennials and Gen X to join its ranks. Members in each group are looking for something a bit different based on where they are in their careers. Gen X values networking and mentoring while Gen Y is looking for mentors and in need of networking. Gen X may have been working for years and may want to break out on her own while Gen Y is a member of an incredibly entrepreneurial generation. Boomers provide a wealth of experience and contacts for all generations and are nearing retirement.

Traditional tactics like print advertising and direct mail pieces will be used to attract Gen X but also keep the Boomers engaged while a social media push will be engaged to attract and engage the Millennials. Examples used in this plan incorporate local media outlets in the Buffalo Niagara area, but the ideas may be easily transferred to a different market. A timeline and proposed budget may be used for each chapter.

Each objective will be evaluated based on programming, media reach and membership achieved.

# Situation Analysis

## Competitive Analysis

NYS Women, Inc. has a mission to make a difference for working women personally, professional, and politically. In doing so, we provide opportunities for networking and exploration. Several organizations locally and at the state level also offer opportunities of this nature. Some organizations that are direct competitors include:

### *National Association of Women Business Owners (NAWBO)*

NAWBO's mission (taken from its website) "propels women entrepreneurs into economic, social and political spheres of power worldwide by:

- Strengthening the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- Creating innovative and effective change in the business culture
- Building strategic alliances, coalitions and affiliations
- Transforming public policy and influencing opinion makers"

Its membership dues are much higher than NYS Women, Inc. starting at \$275. There is overlap in that members of NYS Women, Inc. are also members of NAWBO.

NAWBO also has a commitment to increased diversity of members. There are over 5,000 members in over 60 chapters nationwide.

### *American Business Women's Association (ABWA)*

According to its website, ABWA's mission is to "bring together business women of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition."

This is a national organization which also has crossover membership with NYS Women, Inc. Dues are \$115 per year and do not cover the cost of meetings which are usually about \$25 each.

### *Chambers of Commerce*

Generally, towns, cities, or regions have Chambers of Commerce that represent the interests of business owners in the area. They help improve the economics of the area while representing business interests in economic growth and development, and advocacy. Many also offer programs similar to NYS Women, Inc. In some areas of NYS, Chambers aren't as much of a competitor, but some NYS Women, Inc. chapters have been forced to close because of the increased involvement and reach of Chambers of Commerce.

Chamber membership costs vary from one chamber to another and depending on the size of your business. Some may be as inexpensive as several hundred and as expensive as several thousand dollars. Members' benefits also vary.

Chambers of Commerce are very focused on economic development, community development, and member services.

### ***College and University Centers***

In Western New York, a competitor is the Canisius College Women's Business Center. Other areas may have similar competition and may also have competition from entrepreneurial associations or small business associations on campuses.

The Canisius College Women's Business Center, for example, provides support for women to empower, engage, energize, and educate in all areas of business including networking and other support. It hosts programs that may be free or cost several hundred dollars.

### ***Soroptimist***

According to its Web site, Soroptimist "is a global women's organization whose members volunteer to improve the lives of women and girls through programs leading to social and economic empowerment." Its members are worldwide in over 20 countries. While it is an international organization, it is comprised of local clubs in which members work collaboratively online to effect change in the lives of women worldwide. Dues vary but may be just under \$100.

### ***Zonta***

Zonta is a worldwide organization designed to "empower women worldwide through service and advocacy" (according to its website). Dues for the organization are between \$83 and \$98 per year to join the international organization. Regional and club dues are separate and depend on region and club. As with other competitor organizations, members of NYS Women, Inc. may also be Zontians.

### ***Other Services Organizations***

NYS Women, Inc. members may also be members of other service organizations like Rotary International, among others. NYS Women, Inc. may also lose members to Rotary and other service organizations. Many of these organizations have been historically men-only just relatively recently allowing membership to women.

### ***Specific Professional Organizations***

Each profession likely has a service or other organization specific to that group like Women in Construction, Women Bar Association, American Association of University Women (AAUW), to name a few. These organizations will still be attractive to women to network within their fields but may not compete as directly with NYS Women, Inc. because NYS Women, Inc. will provide wider opportunities for networking beyond a specific field.

### ***Other Clubs***

Many women in NYS Women, Inc. may also participate in local church groups, family-oriented programs, local women’s clubs like the Mohawk Valley Women’s Group, BN360 (Buffalo Niagara 360), the League of Women Voters, or local sporting leagues like bowling leagues. As with specific professional organizations, women will likely continue to be involved in these programs/clubs as well as NYS Women, Inc. Our job will be to make NYS Women, Inc. attractive enough so that they choose us over other groups like Zonta, Rotary, etc. since we have limited resources of time and money.

## Current Situation

NYS Women, Inc. has an older demographic as its core membership. Many chapters have an average age greater than 65 years. Many chapters also offer little in the way of programming to make a difference for working women personally, professionally and politically. Many members are also retired. We have the means to provide a student membership yet have only about five student members statewide.

Our chapters also vary in terms of socio-economic status and rural/urban lifestyle. Several chapters are located in areas in which poverty is more widespread than other areas. Several chapters are also located in rural areas as opposed to more urban areas. Demographic populations in which to draw members vary across the state. This may also have an impact on generating new members.

In addition to attracting new members it is also critical that we empower our members to take on leadership roles. In many chapters the leadership team has been the same for several years and does not show signs of changing.

There is a perception that new, younger members are not welcomed by more seasoned members. As women it is important that we welcome all members noting that we have a common mission. Women in business and women in leadership are taking on increased national importance with the political push of key legislators like Kirsten Gillibrand and Hillary Clinton who push for equal pay for women and improved maternity and paternity leave and family leave policies.

Each chapter may have a different focus and may offer different programs which does not send a consistent message and provide unity. Programs also need to reflect what women need to know personally, professionally and politically and need to appeal to a broad audience across generations and diverse social, political, and economic areas.

The state organization is comprised of eight regions with each region comprised of chapters. They are noted in the table below and online at <http://nyswomeninc.org/chapters>:

<b>Region (including area of NYS represented)</b>	<b>Chapters in Region (number of members)</b>
I - New York City	None
II - 74	Bay Ridge Brooklyn Chapter (8)

	Richmond County Chapter (28) Staten Island Chapter (36)
III – 79	Capital Region Women 's Network (15) Professional Women of Sullivan County (39) Town and Country (10) Westchester Chapter (15)
IV – Albany	None
V – 85	Adirondack Chapter (7) Central NY (15) Professional Business Women of Rome (21) Mohawk Valley Chapter (31) St. Lawrence Chapter (10)
VI – 49	Susquehanna Chapter (9) Greater Binghamton Chapter (13) Walton Chapter (15) Tri-County (12)
VII – 87	Lake to Lake Women (14) Professional Women of the Finger Lakes (31) Southern Finger Lakes Women (17) Steuben County Women (7) Yates County Women (11)
VIII – 131	Buffalo Niagara Chapter(59) Grand Island Professional Women's Chapter (15) Clarence Chapter (2!) Chadwick Bay (11) Lake Shore Chapter (9) Niagara Frontier Chapter (16)
Members at Large - 20	

## Financial Situation

NYS Women, Inc. is in excellent fiscal condition with approximately \$90,000 in assets. Chapters also have coffers ranging from \$0 to more than \$10,000. There is certainly money in the organization to develop and implement this marketing plan to increase membership and, therefore, dues paid.

Dues for NYS Women, Inc. vary from \$35 to \$85 with a portion of the dues going to the state organization, the region, and the balance staying with the local chapter. Chapter dues vary with some chapters charging \$0 to others charging a nominal rate. This variability makes it difficult to publicize rates on the web site and encourage members to join.

There is a push at the State level to require that all chapters incorporate and become a 501c4 so that they are in a better position to accept monies as donations.

## History

NYS Women, Inc began as **Business and Professional Women** in 1919. A brief history from the former BPW website notes some key points in its history below.

While mobilizing for World War I, the U.S. Government recognized the need for a cohesive group to coordinate identification of women's available skills and experience. A Women's War Council, financed through a federal grant, was established by the War Department to organize the resources of professional women. The National Federation of Business and Professional Women's Clubs was founded on July 15, 1919. Throughout the years, three major issues shaped BPW/USA's legislative agenda: elimination of sex discrimination in employment, the principle of equal pay, and the need for a comprehensive equal rights amendment.

"BPW Goodwill Tour" of Europe initiated the founding of the International BPW Federation. With the theme, "Better Business Women for a Better Business World," **National Business Women's Week** was established in 1928 to celebrate and dramatize the contribution of women to the country.

In the 1930's BPW/USA worked to prohibit legislation or directives denying jobs to married women. BPW/USA lobbied successfully to legislatively end the legal practice of workplace preference for unmarried persons and, in the case of married persons, preference for males.

**Business and Professional Women's (BPW) Foundation** was incorporated in 1956, creating a branch to provide research, information, career development programs and scholarships to disadvantaged women, as well as workshops and other training opportunities.

The establishment of "Status of Women" commissions in the U.S. in 1963 was due largely to BPW/USA efforts. President Kennedy recognized BPW/USA's leading role in securing passage of the Equal Pay Act by giving BPW/USA's National President the first pen he used when signing the Act into law.

BPW/USA intensified efforts to eliminate discrimination based on sex and marital status in credit, capital, and insurance practices. A legislative strategy was developed to achieve the Congressional votes needed and the BPW Political Action Committee (BPW/PAC) was formed in 1979 to endorse federal candidates.

In the 1990's after pushing a very active political agenda, BPW/USA lobbied Congress for passage of the Family and Medical Leave Act. After nearly a decade, the FMLA passed in 1993. Discussions on "comparable worth" were expanded to include enforcement and strengthening of existing Equal Pay legislation. The Pay Equity Employment Act of 1994, followed by the Equal Pay Act (introduced in 1994) and the Paycheck Fairness Act (introduced in 1997) became BPW/USA's focus legislation through the '90s.

Business and Professional Women/USA's (BPW/USA) members lobbied their Members of Congress successfully convincing them to pass the groundbreaking Violence Against Women



Act (VAWA), which included millions of dollars in state grants to combat violence against women. The programs created by VAWA have also been successful in providing victims with emergency shelter, hotlines, and supportive services.

In 2002, BPW/USA continued to be branded as the premiere grassroots organization addressing the wage gap, with most of our Local Organizations participating in events to focus on Equal Pay Day, usually the 2nd Tuesday of April. In 2002, the “Take the Pay Equity Pledge” Campaign asked candidates for Congress to sign a pledge to support the Paycheck Fairness Act. As pledge cards came in, BPW/USA’s Local Organizations held press conferences and distributed press releases on those candidates friendly to BPW/USA’s focus issue-Pay Equity.

On January 29, 2009 BPW/USA joined women’s, civil rights and human rights organizations at the White House to witness the historic signing of the Lilly Ledbetter Fair Pay Act. BPW/USA was present at that historic 1963 White House signing as well. This year, a BPW/USA Member was nominated as Secretary of Labor. Representative Hilda Solis, (D-CA), was confirmed to be Secretary of Labor on February 24.

New York State Women, Inc. remains committed to the values and issues that got us here so that we may continue to empower women personally, professionally and politically.

## Research

### *Who are our audiences?*

#### *Baby Boomers (born between 1946-1964)*

Boomers were raised in the post-WWII era. Boomers live to work – their lives revolve around work and the world revolves around them. They expect others to have the same work ethic and expect others to work the same long hours at work. They are motivated by salary. They prefer communicating via telephone. They use email at the office and go online to use Google. (According to United Nations Joint Staff Pension Fund fact and fiction related to generational differences.)

The largest number of NYS Women, Inc. members is in this generation. Boomers are retired, starting to retire, or thinking about it. They have an enormous amount of experience personally, professionally and politically to share with other women.

#### *Generation X (born between 1965-1980)*

This generation was raised in the shadow of the influential boomers. They saw their parents sacrifice for their companies and decided they didn’t want that. They value independence and adaptability. They don’t live to work but rather work to live.

Generation X is motivated by independence and lack of structure. They need to know what you want and what you need. They like to question authority.

(According to United Nations Joint Staff Pension Fund fact and fiction related to generational differences.)

Gen Xers are influential members of NYS Women, Inc. They may form the “sandwich generation” between boomers and Millennials.

*Millennial Generation (Generation Y – born between 1981-2000)*

Millennials are digital natives, meaning they know nothing but technology and digital as opposed to most NYS Women, Inc. members who are digital immigrants. These young people are interested in multi-media – color, video, photography, and audio. They also grew up whereby everyone was a winner and got a medal. They are drawn to their families for safety and security since the family has coddled them. They expect to influence the terms and conditions of their jobs. They expect to be accommodated.

(According to United Nations Joint Staff Pension Fund fact and fiction related to generational differences.)

This group of young people is the most ethnically and racially diverse in history. They expect flexibility, speed, and convenience in their use of technology but also in interactions. They need to have flexibility in terms of time and schedules and choices and options. They do not want to wait and are very digitally savvy.

According to [businessknowhow.com](http://businessknowhow.com), millennials are not lazy, they are addicted to technology and they value happiness. In order to appropriately appeal to millennials, you must have a social media presence, you must be real, you must get to the point, and you must be fast. They are savvy about advertisements and will often avoid traditional advertising by using DVR and other methods. Millennials are also looking for mentors.

Millennials like to talk and communicate but they want information fast so you must get to the point, according to [hubspot.com](http://hubspot.com). The period of time for capturing their attention is short Millennials are skeptical and need to know they are getting the truth not just a bill of goods. You may try to relate to them, but don't try too hard as you will become a joke. Hubspot.com also notes that they are “big on self-expression” so it's okay to try to be witty and make appropriate jokes. You may also use peers to help communicate and leverage your message.

This generation wants to be surrounded by creative, bright people and they want it now. They want to feel empowered. They want flexibility and want to engage in networking via the internet and social media.

(According to United Nations Joint Staff Pension Fund fact and fiction related to generational differences.)

This generation is also incredibly entrepreneurial. If they don't find a job that suits their needs and list of criteria, they will create it. That leaves this group of young people ripe for networking opportunities. It is also important to note that while that helps them personally and professionally, they may not be as politically savvy and NYS Women, Inc. may help in that regard.

*Overview*

NYS Women, Inc. needs to increase membership to Generation X and Millennial women interested in advancing women, political advocacy, leadership, and entrepreneurship, to name a few, while not alienating its core Boomer membership. To do this the organization needs to be mindful of all members and all needs. It may seem daunting since all three generations have such different needs but all three also have women who want to network and want to share. The methods for communicating may be different, but the goals and outcomes are the same. This will be discussed in more detail in the **Strategy** and **Tactics** sections.

## SWOT (strengths, weaknesses, opportunities, threats)

<b>Strengths (internal)</b>	<b>Weaknesses (internal)</b>
<ul style="list-style-type: none"> <li>• Established organization for women.</li> <li>• Strong membership.</li> <li>• Very passionate membership.</li> <li>• Excellent Web site detailing what we do and who we are. Easily navigable.</li> <li>• Communication with members (NIKE, Communicator)</li> <li>• Statewide offering interactions across the state with talented members.</li> <li>• Scholarships/fellowships</li> <li>• Professional skills development</li> <li>• Personal growth</li> <li>• Political action</li> <li>• Solid mission</li> <li>• Youth leadership</li> <li>• Of women, for women, by women</li> <li>• Diversity among professionals</li> <li>• Cross-generational</li> </ul>	<ul style="list-style-type: none"> <li>• Aging membership</li> <li>• Lack of programming for all generations</li> <li>• Members not familiar with new technology to encourage new members.</li> <li>• Fear or non-acceptance of change.</li> <li>• Chapters not getting information</li> <li>• Membership not as culturally and racially diverse</li> <li>• Name doesn't define us</li> <li>• Don't take advantage of "elder" stories</li> <li>• Don't market as well as we could</li> <li>• Afraid to ask for donations/money</li> <li>• Lack of inter-regional help</li> <li>• Region directors don't always take responsibility and reach out</li> <li>• Politically re- rather than proactive</li> <li>• Underutilization of professional programs</li> <li>• Distance of our chapters</li> <li>• "Working" women may put some off</li> </ul>
<b>Opportunities (external)</b>	<b>Threats (external)</b>
<ul style="list-style-type: none"> <li>• Women are looking for networking opportunities.</li> <li>• Women are looking for professional development.</li> <li>• Women are involved politically.</li> <li>• Women are looking for mentorship and</li> </ul>	<ul style="list-style-type: none"> <li>• Other organizations appeal to women.</li> <li>• Lack of marketing/communication statewide.</li> <li>• Do not communicate to millennials at all.</li> <li>• "Super" woman mentality</li> </ul>

<p>opportunities to develop personally.</p> <ul style="list-style-type: none"> <li>• Millennials want organizations to belong to.</li> <li>• Growth</li> <li>• Outreach to other women’s organizations</li> <li>• Colleges and universities</li> <li>• Excellent speakers are out there</li> </ul>	<ul style="list-style-type: none"> <li>• Time</li> <li>• Other community organizations</li> <li>• Turn people away or are unwelcoming to new members/potential new members</li> </ul>
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As you review the SWOT above, note areas in which NYS Women, Inc. does better than or worse than our competition. That may vary by geographic area in NYS.

## Goals and Objectives

### Overall Goals

Membership (Personally)

*Encourage membership in chapters and participation regionally and statewide.*

Political representation (Politically)

*Challenge our members to act politically.*

Development (Professionally)

*Provide outlets for women to gather, to learn from, and be nurtured by one another to improve professional opportunities.*

Diversity (all three)

*Foster an environment of inclusion.*

### Overall Objectives

Increase membership statewide from 550 to 600 members in fiscal year 2016-2017.

Decrease average age of membership from 65 to 55 in fiscal year 2016-2017.

Increase diversity of membership in fiscal year 2016-2017 to include 10 new minority members.

Increase NYS Women, Inc. meeting attendance from 40 to 75 in fiscal year 2016-2017.

Increase membership in individual chapters which have fewer than ten members to at least 15 members in fiscal year 2016-2017.

Host at least two events in fiscal year 2016-2017 that provide professional development opportunities for women of all generations. (The NYS Women, Inc. web site has information about programs that would meet this objective.)

At least once per month in fiscal year 2016-2017 encourage members via social media and other outlets to engage politically either through direct outreach to politicians or by encouraging chapter programs related to this objective.

Have at least one “new” member take a leadership role (new member is defined as someone who joined within the last five years) in your chapter (May consider this at the state level also) in fiscal year 2016-2017.

# Strategy

## Target Market

Working women ages 21 to 50 and university and college women.

## Positioning

New York State Women Inc. is the foremost organization for women in New York State working to develop and nurture them personally, professionally and politically in a welcoming environment with relevant networking opportunities, professional develop seminars, and political action.

We are committed to mentoring young women and fostering relationships among existing members. We will strive to encourage new membership and retain existing members.

## Communications Mix

This plan proposes a mix of statewide, regional and local advertising, public relations, internal communication and member relations to achieve our stated goals and objectives.

## Creative Strategy

*Why are we advertising?*

To achieve our objectives of increasing membership, diversity, and attendance at meetings.

*To whom are we talking?*

Young working women ages 21-50 and college and university women.

*What do they currently think?*

They are looking for mentors and networking opportunities that will help them personally and professionally. They are either unaware of NYS Women, Inc., or think it is an organization that isn't for them because it caters to an older demographic of women and perhaps retired women.

*What would we like them to think?*

This isn't your grandmother's NYS Women, Inc. We have fresh ideas to challenge them professionally and personally and want to help them develop an opinion and passion for women's issues politically. Through NYS Women, Inc., young women may develop a voice politically, a network and mentors professionally, and friends and mentors personally.

*What is the single most persuasive idea we can convey?*

With a NYS Women, Inc. membership, you will develop personally, professionally and politically through an environment which fosters creativity and collegiality.

*Why should they believe it?*

NYS Women, Inc. has been doing just that for more than 100 years and will continue to do so for at least 100 more. Our members are ready to welcome young women to join us for conversation, networking and friendship.

*Creative guidelines?*

As noted in the marketing guidelines (logo, look, etc.) – <http://nyswomeninc.org/Marketing>

*Tone of voice?*

Professional, fun, persuasive, empowered, creative

# Tactics

[A note about tactics: examples are given in each section of tactics to be used. There may be overlap from one section to another. For example, digital and social media will work strategically with advertising and public relations. Some information may seem to be duplicated.]

## Advertising

At present, each chapter in NYS Women, Inc. may do its own advertising. There isn't a statewide advertising strategy.

*Recommendation:* Investigate opportunities in local and regional publications that might be of interest like local papers (the WNY equivalent would be the Bee Group Newspapers) and local business publications (like the Business First suite of publications). Newspapers and magazines across the state likely also have special sections devoted to working women. Investigate opportunities to place an ad in these publications as well as in the online version.

Each chapter should designate a communication chair, if this isn't already done. That person, with or without a team, may investigate the local market for media opportunities. This is not a requirement and may be costly so this should be included as part of an overall plan within each chapter.

Any advertising may be done using the approved NYS Women, Inc. logos and other graphic elements like colors. Logos may be found on the Members Login section of the Web site under NYSW Marketing. A list of Dos and Don'ts may also be found there. All materials noted here are included in the Appendix of this plan.

Note that sample advertising and marketing materials are available on the NYS Women, Inc. Web site. In the Members Site, NYSW Marketing, Marketing Materials you will find a referral card, brochure, postcard, folders, sign, and stationary. Each chapter should take advantage of these materials.

*Evaluation:* By asking new members how they heard about the organization, we will be able to determine what method worked best. We may also ask existing members how they felt about the advertisement and if they had been asked about it.



Example (The following example is based on the Buffalo Niagara Chapter)

*Bee Group Newspapers*

It is recommended that advertising be in Special Sections rather than regular weekly newspapers. This would allow for viewing by women across the region. When possible, placement will be in issues that appear just prior to a monthly meeting (first Wednesday of the month). With the purchase of at least four ads, the chapter would be eligible for a 200-word story in the issue. (This outlet will target Gen X and Boomers more than Millennials.)

January 20-21 Education and Learning (in time for February programming)

March 2-3 Health (just prior to March meeting – focused on Women’s History Month)

June 22-23 Women in Business

August 5-6 Back to School (before September meeting)

NYS passed legislation to protect women’s equality in the workplace. Many pieces of the law took effect January 19 (19 is fitting given the 19<sup>th</sup> amendment). Our February program was “Finding Your Bliss,” learning how to do what you were meant to do – find your passion and your calling. An ad could have been placed in the paper inviting women to the February meeting. The 200-word story could tie in the women’s equality act with Finding Your Bliss.

*Local College/University School Newspapers*

Local College/University school newspapers will attract millennial women. Placing advertisements inviting young women to meetings in the spring just when college women are looking for jobs/internships will help increase student memberships and provide an opportunity for young women to network locally. (There are 21 colleges and universities – public and private – in WNY.)

It should also be noted that not all students attending college/university in the Buffalo/Niagara area live in the area or intend to stay. This tactic may help to recruit young women to NYS Women, Inc. in one area allowing them to transfer membership to another chapter, should it be necessary.

Ads in this outlet would focus on the benefits of networking to women who are getting ready for internships/jobs come May.

*Online Click-Through Ads (Facebook, LinkedIn, etc.)*

The millennial population is online (as are others). It is critical that we advertise online in a number of arenas. When purchasing advertising space in traditional media outlets, note that media buys should include digital buys also. As an example, if buying advertising space in the physical Bee Group newspapers, it should include a purchase of online advertising on the Bee Group Web site.

Ads in this outlet would be general information ads about NYS Women, Inc. or specific ads to invite women to an upcoming meeting.

## Promotion and Public Relations

At present, each chapter in NYS Women, Inc. may do its own public relations and promotion. There isn't a statewide strategy. Statewide, the organization sponsors Women's Day at the New York State Fair.

*Recommendation:* Cease sponsorship of the Women's Day at the New York State Fair. Having a free table for informational purposes only is acceptable. It should be noted that this does not represent our target market. Investigate opportunities in local and regional areas for promotion and public relations. For example, determine if there are women's networking or professional opportunities that might allow for a table to share information about NYS Women, Inc. This may include a table at trade shows sponsored by some of the organizations mentioned in our Competitive Analysis.

Encourage members to write opinion/editorials on any number of topics related to women personally, professionally and politically. The public relations committee may write several canned pieces that may be used locally and regionally by chapters.

Develop a calendar with women's issues, holidays, key moments highlighted for use by chapters. For example (and these are just a few):

- January: Cervical Cancer Screening Month
- February: Heart Disease Awareness Month
- March: Women's History Month, National Nutrition Month
- April: Child Abuse Prevention Month, Organ Donation Month, National Humor Month, Equal Pay Day
- May: Mother's Day, Clean Air Month, Mental Health Awareness Month
- June: National Safety Month
- July: Everybody deserves a massage week
- August: International Youth Day, World Humanitarian Day, World breastfeeding week
- September: International Day of Peace, Yoga Awareness Month, Baby Safety Month
- October: Breast Cancer Awareness Month, World Food Day, Domestic Violence Awareness Month, Women in Business Month
- November: Activism against Violence Against Women, Great American Smokeout, National Philanthropy Day
- December: World AIDS Day, any number of religious holidays

We could celebrate on the 19<sup>th</sup> of each month to celebrate the 19<sup>th</sup> amendment to the constitution.

Develop a calendar related to legislative issues so that we are ready to comment when issues are raised. This would need to be ongoing as this calendar will likely change throughout the year.

Each chapter should designate a communication chair, if this isn't already done. That person, with or without a team, may investigate the local market for media and public relations

opportunities. This is not a requirement so this should be included as part of an overall plan within each chapter.

Any publicity may be done using the approved NYS Women, Inc. logos and other graphic elements like colors. Logos may be found on the Members Login section of the Web site under NYSW Marketing. A list of Dos and Don'ts may also be found here. Additionally, each chapter is allowed to write its own press releases for distribution to local media outlets (please include local social media outlets like blogs and the like). Sample press releases are also found on the NYS Women, Inc. Web site under the Members Login sections, NYSW Marketing. There are two samples and tips to be used when developing press releases. Materials are also included in the Appendix to this plan.

*Evaluation:* By asking new members how they heard about the organization, we will be able to determine what method worked best. We may also ask existing members how they felt about the promotion and if they had been asked about it. Additionally, by noting where our members have appeared in the news or online we will be able to evaluate our efforts to reach out to media.

Example (The following example is based on the Buffalo Niagara Chapter)

*Monthly releases regarding programs*

Examples of press releases are in the appendix of this document as well as on the NYS Women, Inc. Web site. Prior to each monthly meeting, a press release will be sent to local media including online media like local bloggers. In Buffalo/Niagara that might include the local blog, Buffalo Rising among others. Every effort should be made to connect with other bloggers in the area. Mothers and young women particularly like to blog and have developed a following of other young women.

*Monthly releases follow-up to monthly programs*

After each program, follow-up photos and a program synopsis should be sent to local media much as the initial release was done. This information should also be shared internally with the state communication chair and at the chapter level on social media and in local correspondence to members.

*Editorial submissions to The Buffalo News*

Members should be encouraged to write and submit opinion-editorials to the local newspaper – The Buffalo News. If unsure how to write an op-ed or what would constitute a good one, please contact the state or local communications chair. Assistance may be given. Also, members should be encouraged to write op-ed pieces based on experiences. For example, if one member is skillful and knowledgeable in the Affordable Care Act, any time there is discussion of it at the state or national level, she should be encouraged to write an op-ed about it.

In the advertising section above, the NYS women's equality legislation was mentioned. This would make an excellent topic for chapter presidents or even the state president to write an op-ed for submission to local daily or weekly papers and even to blogs.

## Digital and Social Media

We have social media accounts on Facebook, LinkedIn, Twitter, and have the NYS Women, Inc. website. These accounts are handled regularly by one person. While she does an excellent job, that is not a sustainable strategy.

Communication needs to be constant between chapters, region and state so that the social media and website are a valuable resource for existing and prospective members. Our target market is heavily involved in social media and wants to communicate and participate in this way. We need to be mindful of that.

*Recommendation:* Secure students or other members to help with social media including adding social media accounts like Instagram and Pinterest. These women may also help to scour media for stories of interest to members and make sure they are loaded on the website and discussed via social media. Social media should also be a key component in any advertising, promotion and public relations initiatives.

Each chapter should designate a communication chair, if this isn't already done. That person, with or without a team, may manage the social media communication. This is not a requirement so this should be included as part of an overall plan within each chapter.

Each chapter should poll members to get information about her social media outlets. We should have a list of Twitter and Instagram handles, blog and/or Web site addresses, etc.

*Evaluation:* By asking new members how they heard about the organization, we will be able to determine what method worked best. We may also ask existing members how they felt about the promotion and if they had been asked about it. Tracking mentions, likes, retweets and other analytics will help determine success.

Example (The following example is based on the Buffalo Niagara Chapter)

### *Facebook Posts*

Each chapter has its own Facebook page – or should. The Buffalo Niagara chapter regularly posts information related to upcoming monthly meetings and events as well as political information necessary for members. It also encourages liking and sharing of posts. Members are encouraged to discuss and post links and photos on their own Facebook sites.

After monthly events, photos and a recap are posted to the Facebook page. Additional photos and recaps may be posted after state meetings and conferences.

### *LinkedIn Discussion*

Professionals of any ilk should have a LinkedIn presence. A LinkedIn discussion group should be set up to allow for sharing of industry information as well as information regarding job and/or internship opportunities.

Carrying the NYS women's equality legislation theme, think about the rich conversation that could be had on LinkedIn with women of all generations talking about the trials and tribulations they've faced in the workplace and the importance of this legislation to women coming into the workforce now.

### *Instagram*

Instagram is an excellent resource to post photos of events. Used much as Twitter and Facebook, it should be a resource/outlet to post images from events. Members should be encouraged to post photos but also like and comment on posted photos.

At our next meeting, could we ask women to record a short (very short) video about what the legislation means to them. It could be posted on Instagram (and other social media outlets).

### *Twitter*

Much like Facebook, Twitter provides an additional outlet for the posting of information and photos from meetings, conferences and events. Also, Twitter is an excellent outlet to post information relevant to members like political happenings and news on women's issues in the workforce, etc. Members are encouraged to discuss and post links and photos on their own Twitter sites.

Encourage women to tweet about the importance of this NYS legislation using a common #.

### *Pinterest*

Pinterest skews heavily toward a female demographic. Women are looking for ideas for dinner, home décor, gardening, etc. Think of ways to include mention of women's issues as well as to include photos from NYS Women, Inc. events like the monthly meetings. Also encourage members to pin, like and repin photos or other information to their followers.

As with Instagram, ask women at the next meeting to take a photo with a card in which the woman has written why this legislation is so important to her.

### *Blogs*

Every effort should be made to connect with other bloggers in the area. Mothers and young women particularly like to blog. If a member blogs, and discussion of women's issues is in keeping with the nature of her blog, she should be encouraged to blog about NYS Women, Inc. or at least provide a link to NYS Women, Inc. from her blog.

Do we have women in the chapter who could blog about the importance of the NYS legislation? It would be interesting to get a cross-section of women across generations but also across careers/positions.

## Internal Communications

At present, NYS Women, Inc. has a comprehensive website with information for the public and prospective members. It also has an extensive “members only” section with information that includes:

- Information about local chapters and regions including bylaws, member rosters, speakers’ bureau, and officers, to name a few.
- Detailed information about NYS Women, Inc. in its Manual of Instruction.
- Programming ideas used by chapters and regions around the state to provide ideas to others.
- Marketing materials including chapter, region and state logos and marketing guidelines.
- The ability to customize an individual member’s profile.

The site is updated regularly. It was also discussed at length at a recent state meeting so that members know how to use the website and know what is available for use.

In addition to the website, individual chapters use email, mail, and social media to communicate with one another. There is no specific plan for such communication and each chapter uses the method most comfortable to the current membership rather than thinking about the preferred communication methods of prospective members. The organization also has a monthly newsletter, *The Communicator*.

Once per month, a political email will be going to members to engage them in upcoming legislation of interest. Direct mail pieces are also common and welcomed by members.

*Recommendation:* Continue using the members’ only section of the website and offer in-services to those who may need it. Consider a short YouTube video that others may view should they not attend a meeting. Consider asking members what could make the website more useful and user friendly. The Communicator is not widely read. Its effectiveness should be evaluated. A name change has been suggested and suggestions have been solicited for our monthly publication. It was overwhelmingly in favor of keeping the name NIKE.

In addition to the email noting political happenings, the email should contain suggestions for opinion-editorials that may be submitted locally and regionally. It should also contain easy to follow calls-to-action for members. The advocacy committee should do more to encourage such calls-to-action.

NYS Women, Inc. needs to have a standard and streamlined methodology for communicating with membership. It should not be left to individual chapters and regions. All marketing and branding guidelines need to be strictly followed. Since NYSW has constant contact we could allow chapters to use this to communicate with their chapters. We could set up a list for each chapter. Then they can mail their members. There would be no extra cost. Once the initial set up is done the chapter could maintain their lists.

PPD will have one a month candidate information including sponsorship information for them. Where do the candidates stand on key issues affecting women?

*Evaluation:* Analyze web analytics to determine how often each area of the members' only web pages were accessed. Determine which are most useful and which are not.

Example (The following example is based on the Buffalo Niagara Chapter)

Internal communication may coincide with all of the above tactics particularly the digital/social media tactics. In addition, encourage chapter president to reach out to members personally to invite them to events or to reach out to women who've expressed an interest in joining the chapter.

If a member is lauded in some way (op-ed in the paper, award from work or another organization), that information should be shared via social media but also via email and at meetings.

## **Internship Pool**

Members of NYS Women, Inc, by their nature, have jobs and numerous obligations. This plan would require nearly full-time employment. It is recommended that an internship pool be developed and overseen by the NYS Women, Inc. marketing and/or communication committee chair(s). Students from universities and colleges across the state could develop, implement and evaluate this plan in consultation with state, regional and chapter leaders. Several students at St. Bonaventure University are ready to participate. Other members are encouraged to seek out students and put them in touch with the state marketing committee chair.

# Timeline

## Timeline

This plan is intended to be completed within one year but may be modified as necessary. The timeline noted below is an example using the Buffalo Niagara Chapter.

<b>Tactic</b>	<b>J</b>	<b>F</b>	<b>M</b>	<b>A</b>	<b>M</b>	<b>J</b>	<b>J</b>	<b>A</b>	<b>S</b>	<b>O</b>	<b>N</b>	<b>D</b>
<b>Advertising</b>												
Bee Group Newspapers	X		X			X		X				
Local College/University School Newspapers	X	X	X	X					X			
Online Click Through Ads (Facebook, LinkedIn, etc.)	X	X	X	X	X	X	X	X	X	X	X	X
<b>Public Relations</b>												
Monthly releases re: programs	X	X	X	X	X			X	X	X	X	
Monthly releases follow-up to Monthly programs		X	X	X	X	X			X	X	X	X
Editorial submissions to The Buffalo News	X	X	X			X	X					X
<b>Digital/Social Media</b>												
Facebook Posts	X	X	X	X	X	X	X	X	X	X	X	X
LinkedIn Discussion	X	X	X	X	X	X	X	X	X	X	X	X
Twitter	X	X	X	X	X	X	X	X	X	X	X	X
Instagram	X	X	X	X	X	X	X	X	X	X	X	X
Pinterest	X	X	X	X	X	X	X	X	X	X	X	X
Blogs	X	X	X	X	X	X	X	X	X	X	X	X



# Budget

## Budget

This budget is intended to be indicative of one year but may be modified as necessary. The budget noted below is an example using the Buffalo Niagara Chapter.

<b>Tactic</b>	<b>Cost</b>
<b>Advertising</b>	
Bee Group Newspapers	\$700
Local College/University School Newspapers	(to get)
Online Click Through Ads (Facebook, LinkedIn, etc.)	(to get)
<b>Public Relations</b>	
Monthly releases re: programs	0
Monthly releases follow-up to Monthly programs	0
Editorial submissions to The Buffalo News	0
<b>Digital/Social Media</b>	
Facebook Posts	0
LinkedIn Discussion	0
Twitter	0
Instagram	0
Pinterest	0
Blogs	0

# Evaluation

## Of Objectives

[In discussion of each objective, strategy and tactic, an evaluation method was proposed. This section focuses on evaluation of objectives. It is assumed that each strategy and tactic will be evaluated as noted.]

### Objectives:

*Increase membership statewide from 550 to 600 members in fiscal year 2016-2017.*

Evaluation: Review membership numbers at the end of 2016-2017

*Decrease average age of membership from 65 to 55 in fiscal year 2016-2017.*

Evaluation: Review age of membership at the end of fiscal year 2016-2017.

*Increase diversity of membership in fiscal year 2016-2017 to include 10 new minority members.*

Evaluation: Review ethnic makeup of new and existing members at the end of fiscal year 2016-2017.

*Increase NYS Women, Inc. meeting attendance from 40 to 75 in fiscal year 2016-2017.*

Evaluation: Review the number of women in attendance at state conferences at the end of fiscal year 2015-2016.

*Increase membership in individual chapters which have fewer than ten members to at least 15 members in fiscal year 2016-2017.*

Evaluation: Look at chapters with fewer than ten members and determine if they were able to increase membership to at least 15 members at the end of fiscal year 2016-2017.

*Host at least two events in fiscal year 2016-2017 that provide professional development opportunities for women of all generations. (The NYS Women, Inc. web site has information about programs that would meet this objective.)*

Evaluation: Look at chapter events and determine if the event was a professional development opportunity. How many did you host?

*At least once per month in fiscal year 2016-2017 encourage members via social media and other outlets to engage politically either through direct outreach to politicians or by encouraging chapter programs related to this objective.*

Evaluation: Were there opportunities to act politically? Did you do so at least once per month? Were you able to do so more often?

*Have at least one “new” member take a leadership role (new member is defined as someone who joined within the last five years) in your chapter (May consider this at the state level also) in fiscal year 2016-2017.*

Evaluation: Did at least one “new” member take on a leadership role in the chapter organization? Did a new member take on a leadership role at the state level?

**All of the above measurements will be based on strategies and tactics used throughout the year and based on the evaluation methods noted for each.**

# References

## Citations

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### Web sites referenced:

- American Business Women's Association: [www.abwa.org](http://www.abwa.org)
- Canisius College Women's Business Center: [thewomensbusinesscenter.com/](http://thewomensbusinesscenter.com/)
- Chambers of Commerce: [www.uschamber.com](http://www.uschamber.com)
- National Association of Women Business Owners: [www.nawbo.org](http://www.nawbo.org)
- NYS Women, Inc.: [www.nyswomeninc.org](http://www.nyswomeninc.org)
- Soroptimist: [www.soroptimist.org](http://www.soroptimist.org)
- Zonta: [www.zonta.org](http://www.zonta.org)

# Appendices

Included in the Appendices:

Press Release Tips and Samples:

- Tips

- Sample 1

- Sample 2

Proper Logo Etiquette

- Logo Dos and Don'ts

- Logo Dos 1

- Logo Dos 2

- Logo Don'ts

Example of communication using NYS Legislation as example

## PRESS RELEASE/PUBLIC RELATIONS TIPS

**Press releases:** Start simple. Find an accepted press release template (available from NYS Women, Inc.) and email to your local media outlets. Below are some tips on writing effective press releases.

1. Grab attention with a good headline.
2. Get right to the point in the first paragraph.
3. Proofread it before you hit send!!
4. List your contact info at the top of the page.
5. Be concise: fit it all on one page.
6. Let them know where they can get more information: either add your chapter website or the NYS Women, Inc. website
7. Reinforce who we are and what we do: end your press release with description of your chapter and the NYS Women, Inc. mission and vision.

\* Just a note on when you should send a press release: Most chapters will be looking for media coverage before their event so people can read about it and buy tickets: send your release as far in advance as possible. If you can, follow up a week before, a couple of days before, and the same day.

Most newspapers publish community calendars in print and online, while radio and TV stations maintain online calendars where you can submit your events.

**WHO should you send press releases to?** Your local television stations' online calendar of community events is a good starting place. The local newspaper is a must. Most places have a free community paper that will also publish upcoming events.

Other media outlets include radio stations, weekly newspapers that cater to smaller markets, and online publications. Women's groups, YWCAs, local Rotary Clubs, and other local community organizations often maintain a calendar of events on their websites, so consider sending press releases to them, too.

The best method for sending press releases is email, so make sure you have up-to-date email addresses.

### **Public Relations**

- Email press releases to your local media outlets. If applicable to your news content, include some photos. Post your news to your website and to your social media pages.
- Become a news source. Reporters often need local sources (ex: garden centers on planting seasons) for interviews or reports. Become their "go-to" person for quotes, and you'll gain free publicity and credibility among prospective members. Offer your expertise to local media outlets, or try an online service like Help a Reporter Out ([www.helpareporter.com](http://www.helpareporter.com)) that matches story sources with reporters and editors.

- Support your community. To develop good will – and good publicity – support a local charity, participate in a fundraising walk or devote a portion of your profits to a local cause. Alert your key audiences to your participation with a press release.

## Press Release Sample 1

FOR IMMEDIATE RELEASE Contact: Katharine Smith, 716-839-3696,  
ksmith@whiterabbitdesign.com

August 3, 2015 “STEM: it IS a girl thing” A panel discussion with women in the fields of Science Technology Engineering and Math.

The Buffalo Niagara Chapter of NYS Women, Inc. will hold its monthly dinner meeting on Wednesday, September 2, 2015 at The Protocol Restaurant, 6766 Transit Road in Williamsville. Networking starts at 5:30 p.m.; dinner 6:00 p.m. The cost is \$30 for BNC members, \$35 for guests. Register online at [www.bncwomeninc.org](http://www.bncwomeninc.org).

Why so few? Although women make up almost half of the total U.S. workforce, they hold less than 25 percent of STEM jobs; women make up more than 20 percent of engineering school graduates but only 11 percent of practicing engineers are women; and stunningly, in 1985 women received 37 percent of Computer Science bachelor’s degrees, by 2013, a mere 18 percent of Computer and Information Sciences bachelor’s degree recipients were women.

Our panelists will discuss their career paths in STEM fields (Science Technology Engineering and Math) with moderator Pauline Hoffmann, PhD, Dean, Journalism/Mass Communication at St. Bonaventure University. Meet the panel: Wyoming County Coroner Jennifer J Prutsman-Pfeiffer, PhD, and Adjunct Assistant Professor, School of Nursing Forensic and Biological Anthropologist at University of Rochester Medical Center; microbiologist Xiao-Ning Zhang, Ph.D., Associate Professor Biology and Director of Biochemistry Program at St. Bonaventure University; and IT/ web developer Renee Cerullo, owner of RLComputing, LLC and a founder Ed Tech of WNY, a nonprofit which installs and configures networks and computers for community organizations and schools.

The Buffalo Niagara Chapter of NYS Women, Inc. strives to make a difference in the lives of working women by helping to build powerful women personally, professionally and politically. For more info: [www.bncwomeninc.org](http://www.bncwomeninc.org)

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## Press Release Sample 2

For immediate release April 15, 2015 For more information, contact: Ed Barnas (917) 674 4700  
ed@barnas.org Bay Ridge Brooklyn Chapter of NYSWI awards Scholarship Grant

[Brooklyn, NY] At its April meeting, the Bay Ridge Brooklyn Chapter of New York State Women, Inc. awarded a Scholarship Grant to Gina Abdulahad, a student at Brooklyn College. President Doris Amen and Scholarship Chair Catherine La Grutta presented Ms. Abdulahad with a check for two thousand dollars to help support her studies.

In line with the goal of supporting professional development for women, the Chapter periodically awards a scholarship to a Brooklyn resident who is attending college within NYC with preference given to candidates who are working women or those who have returned to school.

Photos available.

###

The Bay Ridge Brooklyn Chapter is a part of New York State Women, Inc. (<http://nyswomeninc.org/>), the leading statewide advocate for working women on the issues of work-life balance and workplace equity. Local groups around the state provide members with professional development programs, networking opportunities and scholarships for women. The Bay Ridge Brooklyn Chapter, formerly known as The Bay Ridge Business and Professional Womens' Club, has been in existence since 1953. For meeting dates and further info, e-mail BrooklynNYSWI@gmail.com or write Bay Ridge Brooklyn Chapter, NYSWI, PO Box 325, 9728 Third Ave, Brooklyn, NY 11209.

High-resolution jpeg files (color or grayscale) are available for publication. Contact photographer at [ed@barnas.org](mailto:ed@barnas.org).

## New York State Women, Inc. Logo Usage

Our success in communicating the quality and the distinction of our membership depends on being consistent in everything we do. Using the logo correctly help us will maintain consistency and respect for the NYS Women, Inc. brand. Our members, colleagues, and communities will immediately recognize us as NYS Women, Inc.

Use YOUR NYS Women, Inc. CHAPTER logo. It's provided on the state website. (If you cannot access your logo on the website, contact Communications at [pr@nyswomen.org](mailto:pr@nyswomen.org) and it will be emailed directly to you.) The logos provided to chapters may not be altered in any way. Do not separate the “squares” from the typography. Do not change the color(s) of the logo or add additional type or graphics to it. Do not add shadows or special effects to the logo. Do not distort the proportions.

Use the logo as provided. There are three acceptable color variations of the logo: 2-color version (dark blue with bright green); 1-color version (all black); or reverse (all white). If your chapter prints its identity materials (letterhead, envelope, and/business card) the colors to specify for your printer are PMS 294 and PMS 368. If you are using the logo for other chapter uses (name badges, signage, etc.) ask your vendor to MATCH the PMS colors (the dark blue is PMS 294; bright green is PMS 368).

If your chapter has an image or graphic, you can use it but your chapter logo identifies you as part of NYS Women, Inc. Additional “chapter graphics” must not compete in size or location with your NYS Women, Inc. chapter logo and should not be placed next to or on top of your NYS Women, Inc. chapter logo.

\*You can create logo merchandise – such as scarves, lapel pins, pens, or mugs – but first the design must be submitted to Communications. Any chapter – or individual who wishes to create/manufacture and distribute or sell NYS Women, Inc. items incorporating the logo, **MUST FIRST SUBMIT A DESIGN TO THE COMMUNICATIONS TEAM**. All product designs must then be approved by the Executive Committee before anything is manufactured. Questions? Please email [pr@nyswomen.org](mailto:pr@nyswomen.org).

### Logo Dos and Don'ts

- DO use the complete logo whenever possible.
- DO maintain clear space around the logo.
- DO print a reverse (white) logo on dark backgrounds; print the full color logo on a light or white background.
  
- DON'T not use half or partial logos.
- DON'T change the colors.

- DON'T place other graphics on or close to the logo.
- DON'T apply “special effects” to the logo or distort the proportions.

## Logo Dos



DO use the complete logo.



DO print a reverse (white) logo on a dark backgrounds

## Logo Dos Part 2



DO print the full color or black logo on a light or white background.



# Logo Don'ts

- DON'T not use half or partial logos.
- DON'T change the colors.
- DON'T place other graphics on or close to the logo.
- DON'T apply "special effects" to the logo or distort the proportions.



## **New York Legislation Example of Cross-Platform Communication**

Sample op-ed in The Buffalo News regarding NYS women's equality legislation co-written by chapter and state presidents. (to be inserted)

Op-ed appears in The Buffalo News. At that point, the Buffalo Niagara Chapter (BNC) will:

- Post a link to the article on its Web site, Facebook, LinkedIn, Twitter, and Instagram digital media outlets. Liked, shared and retweeted by chapter and state presidents. This will encourage liking and sharing by friends in those circles.
- Email will be sent to membership with the article. Members will be encouraged to like, retweet, etc.
- Op-ed will appear in monthly email newsletter for BNC.
- Op-ed will reappear in NIKE.
- LinkedIn discussion will get started and members will be encouraged to contribute and participate.
- Members with appropriate blogs will post a link to the story and comment.

In all instances, it is important that BNC and/or NYS Women, Inc. be mentioned prominently.