



# NYS Women Inc Communications Report

March Board Meeting  
March 2-4, 2012

# NYSW Communications Areas

- **Branding**
- **Web Site**
- **Social Media**
- **NIKE**
- **Communicator**

# Why is this important?

- **Visibility/Branding**
- **Build Membership**
- **Make current members feel they are apart of something!**
- **Get out our mission**
- **Make it known we are out there to help/educate**

# NYSW Branding

- **Standardizing of Logos**
  - Logos for all Chapters and Districts are in the members web site under logos. These should be used on everything.
  - No homemade logos
  - Merchandize with logos on it should be approved by communications committee and must be visual identity guidelines.
- **Marketing Materials**
  - We have developed folders, letterhead, business cards, etc for all chapters to use.
- **Online Branding**
  - Proper logos should be used on your web site and social media sites

# NYSW Web Site

- **Launched new site in January**
  - Online payments/registration for meetings
  - Social media displayed on site
  - Updated news weekly
- **News Articles**
  - Articles will be from state, district and local chapters
  - Every one should provide news articles to [PR@NYSWomeninc.org](mailto:PR@NYSWomeninc.org)
  - News articles will also be posted to social media sites and NIKE

The screenshot shows the homepage of the New York State Women, Inc. website. At the top, there is a navigation bar with the logo and a search bar. Below the navigation bar is a banner image featuring three women and the text "Raising Awareness of Issues Affecting Women". The main content area is divided into two columns: "Latest News" and "Upcoming Events". The "Latest News" section includes articles such as "Communications Update", "March Message from the President", and "NYSW RFP - Web site & Auditing Services". The "Upcoming Events" section lists events like "Niagara Frontier Chapter - Stress Management" and "NYSW March Board Meeting". At the bottom right, there is a "Find us on Facebook" section with a Facebook logo and the text "New York State Women Inc. You like this." and "New York State".

# NYSW Web Site

- **Events Calendar**
  - Displays state, district, and local events
  - We want to post YOUR events!
  - Submit events on the calendar – “Submit Your Event”
  - NYSW events will now have the option to register online. Can by check or credit card.
- **Materials**
  - Board Book and many forms will be posted online in the members section

# NYSW Web Site

- **Speaker Form**
  - There is a form in the events section that will allow potential speakers to register with us. This way when we hold meetings we have a speaker database we can consult.

# NYSW Web Site - FUTURE

- **Motion Form**
  - The motion form will be available as a fillable document online. Forms will be submitted to secretary for electronic record keeping.
- **Speaker Database**
  - The speaker information we are collecting will be available to everyone to use as a resource.
- **Web Site Sponsors**
  - Allow companies to have their logos linked to their web sites on NYSW's web site. Charge an annual rate for this sponsorship.



# NYSW Web Site - FUTURE

- **New Membership Enrollment**
  - New members will register online and choose desired local
  - Dues will be displayed based on local chosen, state and district dues
  - New members will have option to pay via credit card or mail in a check
  - State and local membership person will be notified of new member and if they paid via credit card or check
  - Will receive confirmation of payment via credit card
  - State membership person will confirm new member by sending membership card via email

# NYSW Web Site - FUTURE

- **Online Membership Renewal**

- Membership renewal notices will be sent out from state
- Will contain proper dues amount
- Will contain link to renew membership online via credit card OR address to mail check in

**\*\*\* Policies and Procedures are in the process of being worked out for this.**

# NYSW Web Site - FUTURE

- **Local Chapter Pages**

- A complaint that we have heard is there is no way to contact local chapters for the general public.
- A page for each local that does not have a web site would be created where a contact name, email and number would be posted. Dates and location of monthly meetings could also be posted.
- These pages would be maintained by the local chapters.

# NYSW Documents

- **Internal Document Management**
  - Currently there is no documents repository. Everything is passed around via email.
  - Documents are lost and not passed on with change in leadership every year.

# NYSW Documents - FUTURE

- **Internal Document Management System** – developed within the current web site
  - Executive Board members will have ability to log in and upload new documents, edit existing ones and view past ones.
  - No more losing files
  - Everything will be stored online and accessible any where there is internet access.

# NYSW Social Media

- **Social Media Presence**

- Facebook – <http://facebook.com/nyswomeninc>
- Twitter – <http://twitter.com/nyswomeninc>
- Where potential younger members are so we need to be there
- Posting events and news articles
- Could be posting welcomes to new members



# NYSW Social Media - FUTURE

- **Social Media Committee**
  - Need to have more than one person posting to the social media platforms for state.
  - Post more articles and information about women's issues around the state.
- Link all local chapter Facebook pages to state's Facebook pages
- More postings /Tweets during state meetings to keep members who cant make it informed.

# NYSW NIKE

For future issues, the NIKE team is looking for as many chapters as possible to participate in our organization's statewide magazine. We plan on printing YOUR chapter's:

- Best practices
- Successes in increasing membership, raising funds for your community projects
- Recognition of your members from the community
- Fundraisers, special events, and promotions

The magazine will feature members of NYS Women, Inc. who have made a difference in someone's life or received special recognition.

Features and articles will have a focus on personal, professional, and political development.

Submit articles to – [PR@NYSWomeninc.org](mailto:PR@NYSWomeninc.org)





# NYSW Communicator

- **Currently**
  - 10-20 pages, sent out monthly
  - Contains forms, meeting minutes, message from president, etc
  - Sent via email as PDF – issues with people’s email system blocking it

# NYSW Communicator - FUTURE

- Monthly communications via Constant Contact – this prevents the issue we have with people blocking it or it being marked as spam
- Limit it to message from President and pertinent information from the state level. Brief updates only in email. Can be linked to full article on the web site.
- No more PDFs
- Helps with branding the organization
- All forms will be placed on the web site

# NYSW Communications

## Questions / Comments?

Email: [PR@NYSWomeninc.org](mailto:PR@NYSWomeninc.org)