The purpose of this notebook is to serve as a guide for the

Publicity Chairperson

Although the role may seem obvious in some ways, documentation of the responsibilities will ensure consistency from year to year.

Please read the guidelines thoroughly and make note of any outdated statements for future edits.

DO NOT misplace this notebook.

Add your name to the bottom of the list on the “Previous Chairpersons” page.

Complete the end of year report page in October.

Turn this notebook in to the President no later than the October guild meeting.

Thank you for your participation in the guild!

Previous Chairpersons

For

Publicity Committee

|  |  |  |
| --- | --- | --- |
| 2015 | Kerry Cohen |  |
| 2016 | Kerry Cohen |  |
| 2017 | Kerry Cohen |  |
| 2018 | Judy Rainbrook |  |
| 2019 - 2021 | Dawn Griffin |  |
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Guidelines

Per the Policies & Procedures, Section V. A. 14., “The Publicity Committee shall promote and advertise Guild activities and events, using any suitable media (print, electronic, social). It will coordinate with other affiliated organizations, the Newsletter Committee and the Internet committee.”

This position could be filled by one or two people.

The majority of the responsibilities for this committee are processed via the Internet. Therefore, the chairperson, or at least someone on the committee, should have Internet access. They should also have e-mail capability.

*Current usernames/passwords that might be needed for submittals listed below are posted on a separate page.*

**Communicating QU News with the Council on Culture & Arts for Tallahassee/Leon County (COCA):**

Quilters Unlimited is a member of COCA and has the option of posting events to their website. The current events page for COCA is located at (https://www.tallahasseearts.org/login) and submitting events to this website will allow COCA to pull events for their weekly email blasts. (To submit events, your personal account must be associated with the QU organization before you can begin to post events.)

There is a FAQ on the Tallahassee Arts website that answers questions on how to submit events, including recurring events or monthly events.

Submissions must be approved by COCA before they are listed on the website and they need to be submitted prior to Friday before the event to be included in the Monday COCA email blast for the week’s events.

**Communicating QU News with the Tallahassee Democrat:**

The Tallahassee Democrat runs daily calendars in the Limelight. Submit items at least week in advance. The first time you enter an event, you will have to create a login to the Eventful portal (but you don’t have to login through Facebook). To submit information about our events for Limelight calendars, use the form at Tallahassee.com/calendar. **The deadline is Monday at 5 p.m. for the coming week's edition.**Make sure you include the event date, location, time and any ticket prices. For other Limelight sections, contact Mark Hinson at **mhinson@tallahassee.com** and Randi Atwood at **ratwood@tallahassee.com**. For display ads in Limelight, please contact the advertising department at 671-6500.

*Note: Items submitted to this online calendar will automatically be submitted for appropriate print sections, including Limelight.*

**Other Opportunities to Communicate QU News/Events:**

QU can submit events to the community calendar section of the WCTV website at http://www.wctv.tv., and Visit Tallahassee at https://visittallahassee.com/events/

QU can also request an appointment for two designees to appear on the “In the Spotlight” segment to promote large events, such as the Museum Show. There is a form on WCTV’s website to request this appointment; however, the time and date of the taping and airing is at WCTV’s discretion and this request needs to be in as early as possible.

**Tallahassee Magazine Online:** QU can submit events to the community calendar section at https://www.tallahasseemagazine.com/

**Communicating Publicity News with QU Members and the Public:**

The QU website, QU Facebook page and the QU newsletter are the best methods of communicating publicity information for QU members.

**Events to Publicize:**

Guild general meetings can be publicized at the listed places above and on social media. Some locations allow you to submit a recurring monthly event; however, it may be better to submit each month’s meeting a couple weeks in advance so you can provide details about the program and provide information about any location changes.

Capital City Quilt Shows and City Hall Quilt Shows should be publicized on the COCA events page and possibly articles written up in advance of the shows for submission to the Tallahassee Democrat and Tallahassee Magazine.

Opportunity quilt(s), Silent Auction, and other community events should be publicized on the COCA events page, with articles possibly written up in advance or after the fact for submission to the Tallahassee Democrat. You should also determine whether other guild events that may occur during the year should be publicized.

Workshops and Travel events may be publicized to the public if there are spaces remaining after appropriate time has elapsed for guild members to sign up for the events. The Publicity committee will need to communicate with the appropriate committees to find out if there is a need to publicize these events as open to the public.

Meetings, events and other activities can be submitted to other event listings or publicity outlets as found to be appropriate for the guild as determined by the Publicity committee.

**Contact Information for Submissions:**

Website events posted to COCA request contact information for the event and the submitter. This information can be the Publicity Chair, a committee member or the Chair/member of the committee that is in charge of the event.

Please note, the phone number and email address listed as the contact info on the event submissions will be listed with the event on the website and email blast, so check with the person before submission to make sure they know their information will be posted publically and are comfortable with that fact. This would hold true for contact info posted in articles or other event listings as well.

**Newsletter and Website:**

Submissions to the QU newsletter “Around the Block” and to the QU website are handled by the chairperson of the committee responsible for the activity. The Publicity Chairperson is not responsible for such “internal publicity”, although they should make certain that information provided in the newsletter, and on the QU website, are in sync with communications disseminated to the general public by the Publicity Chairperson.

**Social Media - Facebook & Instagram:**

Upon becoming the Publicity Chairperson, you will be assigned “Administrator” access to QU’s Facebook & Instagram pages. You will be responsible for posting Events such as monthly guild meetings, workshops, classes, travel, and similar activities. Wherever possible, include pictures with this information. We do get many hits on Facebook and Instagram from non-members. Other Steering Committee members may also have Administrator access to Facebook, and may post pictures after the fact from workshops, classes, meetings, and other events so that frequent postings appear on our page. No individual’s email addresses or telephone numbers should be included in these postings.

Instagram is a simple, fun & creative way to capture, edit & share photos, videos & messages with our quilting community. Instagram hashtags are an effective way to get more eyes (and engagement!) on our Instagram posts. A post with at least one Instagram hashtag averages more engagement than posts without a hashtag. Consider using some of the following hashtags to increase visibility of all our QU projects with photos: #ihearttally #Iheartquilting #quilt #quilting #quilter #quilts #handmade #fabric #sew #quiltlove #quiltingismytherapy #modernquilt #quilters #patchworkquilt #modernquilting #makersgonnamake #longarmquilting #quiltpattern #modernquilter #quiltingfun #applique #homedecor #quiltblock #longarmquilter

**Budget:**

Please refer to the previous year-end reports for budgets in the years prior. The Treasurer will provide you with your current annual budget. Be prepared to make a recommendation to the Treasurer to modify the budget as needed. Remember, budget amounts are estimates. Keep all receipts and accurate records of money spent and refer to the Reimbursement Guidelines page for instructions.

**Guild Property:**

1. The guild notebook for the Publicity Chairperson.

**Other Information**

The Guild is a Tax Exempt organization under the provisions of 501(c)(4). Our designation as a non-profit organization affects our handling of funds, and other matters.

Frequently Asked Questions

1. **Do I have to attend every guild meeting to be the Publicity Chairperson?**

No, you do not.

1. **Do I have to attend the steering committee meetings?**

You are not required to attend the steering committee meetings but all chairpersons and officers comprise the steering committee and you should therefore plan to attend as many as possible. The President may occasionally call a mandatory meeting for all steering committee members. In this situation, input and votes are needed from as many chairpersons as possible and your opinions would be greatly valued.

1. **How do I handle a situation where someone contacts me about the guild displaying/participating in an event?**

Events or activities that may include guild members or committees should be brought to the Steering committee for discussion as to whether the guild wants to participate formally, or if they want to announce to the membership for individuals to participate or decline. If time does not allow for the item to be brought before the Steering Committee, the President should be contacted to make a decision on the activity.

End of Year Report Committee - Publicity

**Complete this report in the month of October**

The information that you document will be helpful to future chairpersons to know what has been done, what was successful, etc. It will also help with possible decisions about revising the role and budgetary adjustments. Use additional paper if needed. File this report on top of the previous year end report.

Describe the year and anything unique that you did in this role:

Did you perform this role by yourself or did you enlist support from others? Myself

How many other people helped you? None

Explain how you needed help: NA

Budget allotted: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Did you exceed your budget? No

Were there unusual expenditures?\_\_\_\_\_ Explain:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Recommend increase in budget? \_\_\_\_\_\_\_ How much? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What obstacles did you encounter? None

Helpful Hints for future chairpersons:

In an effort to reach a younger demographic, created an instagram account and post frequently on Facebook. Attempted to keep members engaged during COVID-19 with frequent Facebook posts of projects and QU newsletter updates/information.

Recommendations for change: Someone with knowledge with social media platforms. Due to COVID-19; QU did not meet in person for most of 2019 and 2020 and there were no quilt shows to publicize.

Your name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Reimbursement Guidelines**

Use the QU Request for Reimbursement form. A master from which to make copies is on the following page. Attach originals of receipts, using additional blank paper if needed. Tape the receipts to the form and circle the totals for reimbursement.

Normally, the Treasurer will be at the meetings and will have the Guild checkbook with her. If so, turn in the completed form with receipts to the Treasurer at the meeting. She should provide you with a check for the total reimbursement before the end of the meeting.

If the Treasurer is not present at the meeting, or you have elected to send in the request by mail, you may want to call the Treasurer if you need reimbursement to be expedited.

It is helpful to keep an expenditure log of supplies purchased. This will assist when determining future budgets. It will also help future chairpersons to see where, when and the quantities to purchase.

**Quilters Unlimited of Tallahassee**

**Request For Reimbursement**

Pay to: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (print name)

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Budget Account: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Description Purpose/Activity Amount

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TOTAL AMOUNT: \_\_\_\_\_\_\_\_\_\_\_\_\_

Requested By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_

(Receipts must be attached to this form to insure prompt payment).