



Quilters' Connection Quilt Show Publicity and Marketing

PUBLICITY COMMITTEE LEADERS (need at least two members to share the workload)

- Initiate the first and second design and printing of flyers and bookmarks to promote QC Quilt Show (already done...) Coordinating design and printing with Alpha Graphics in Framingham
- Develop and send press releases (via electronically) to all neighboring local newspapers in a timely manner- online and print
- Research and coordinate event calendars for local newspapers and The Globe as soon as possible and develop an excel chart to help keep track of when to send /quilt Show announcements.
- Send Quilt Show event information in a timely manner to local newspapers and The Globe (see above)
- Send information to the New England Quilt Museum for listing
- Promote the Quilt Show through Quilters' Connection Facebook
- Coordinate distribution of flyers and bookmarks to local retailers, libraries, etc. and Fabric Place Basement with recruited QC members

MARKETING COMMITTEE MEMBERS

- Research and send invitations to surrounding area senior centers and senior living communities. Send flyers and some bookmarks to program directors. Suggested timeframe - at least four months prior to Quilt Show.
- Send welcoming letters with flyers and bookmarks to ALL guilds that are members of the New England Quilt Museum
- RAFFLE TICKETS - Coordinate sales of Quilt Show Raffle Tickets at each QC monthly meeting with the help of volunteers
- RAFFLE TICKETS - Coordinate Raffle Ticket sales at Fabric Place Basement with volunteer commitment from membership. Raffle Quilt is displayed on folding quilt stand. Volunteers are responsible for setting up the display stand and handling cash and ticket sales.
- RAFFLE TICKETS - Send Quilt Show raffle tickets (10 each) to QC members who were not present at Members' meeting.
- RAFFLE TICKETS - Promote sales publicly at each QC monthly meeting