



United States Power Squadrons® America's Boating Club®



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District 16's Marketing Challenge Questions and Answers.

Q: You have notified P/D/C Matt Lombardi of your squadron's interest in participation, what do you do next?

A: Read the role of the Squadron Article Coordinator below.

- a. Assign your Squadron Marketing Coordinator.
- b. Assign your Article Coordinator.
- c. Assign your Social Media Chair (any of these may be combined).
- d. Report the names of your members that will hold these chairs to D16 Marketing Director Barb Erickson (bje46@msn.com) for training contact and scheduling.

Q: What is the role of a squadron article coordinator?

A: The article coordinator will write or have others write 1-4 paragraph articles (500 word min.) using keywords that people use to search for things that we do. We will work with this person directly to understand keyword use. These articles must be educational and informative, without seeming like you are selling. They must be educational and unbiased. We will teach the coordinator how to post these articles on free information resource sites with a byline leading to your squadron website. You can create an abundant amount of hits to your website by local research savvy boaters, if you do this right. As of last year I created 70,000 hits to my website with 30 posts. P/D/C Matt.

Q: When will we learn more about the 21 Non Traditional ways to recruit and retain new members?

A: As soon as your marketing chair has been identified we will send them written explanations of the identified 21 Non Traditional recruitment methods. In addition, we will workshop about all of these at the D/16 Poulsbo Rendezvous. Your District Regional Marketing coordinator will also be happy to work with you individually, in person, or through our new remote Go2Meeting platform.

Q: Will I be expected to do all 21 methods as part of the challenge?

A: No. You are learning how to augment your squadrons recruiting methods by adding additional tools that fit your squadron's geography, demographics and personality. We recommend identifying just a couple of methods that you would feel comfortable with and working the kinks out through performing them. This way you can recruit 4 or 6 new members using these tools as part of the Challenge.

*Note: It's 4 for squadrons that were 100 or less members as of Oct. 2016 and 6 for squadrons that were 101 or greater as of Oct. 2016

Q: Is there a timeline to complete the requirements, so that the squadron will receive a check for its portion of the \$10,000 marketing grant?

A: No, whenever you finish and have your completed qualification sheet signed off by P/D/C Matt Lombardi, you will receive your Challenge Grant check at the next D16 Spring or Fall Conference. Each squadron can learn at their own pace.