



Internal marketing - How do we keep members?



An internal marketing strategy helps convince members of the **Society's vision**. The goal of such marketing is to coordinate internal activities to ensure they are providing **value to members**. The leaders' primary responsibility is to disseminate information about the Society's goals and strategies and **to provide motivational training and support** to help members achieve the goals.

Some former members have left the Society because they felt they were not listened to or seen during chapter meetings. Only about 67% of the members indicated satisfaction with their DKG experience.

Why aren't 100% satisfied?

Do we care about our chapter members? Do we greet them at the meetings? Do we call them if they have been absent from several meetings? Do we inform them about the Society and the opportunities? How do we motivate the members to attend the meetings?

Looking for help with internal marketing? See committee pages on dkg.org for varied resources:

- **Membership:** See *Tools for Chapter Strengthening* for a list of ideas. At the same site, a PowerPoint entitled *Membership 2015 RC State Org Chairs* describes reasons members have left the Society.
- **Finance:** A PowerPoint entitled *Your Dues go a long way* shows how dues are being used.
- **Scholarship:** A Scholarship booklet informs about different possibilities to apply for funding.



Spread the word about DKG!

Promote DKG—a product with many opportunities

The best and most effective marketing tool is an excellent product—in this case, DKG.

The Mission should be the leading theme in all marketing: *The Delta Kappa Gamma Society International promotes professional and personal growth of women educators and excellence in education.*

Share benefits of membership

DKG offers several attractive opportunities for members. Some examples:

Leadership - Attend leadership seminars, accept a leadership role in your chapter.

Travel and Networking - Make new friends by attending international conventions, regional conferences, national meetings, and so forth. Contact DKG members when you travel to different destinations.



Financial Assistance - Scholarships and grants for national or international projects.

Publishing - Publish academic articles in the *Bulletin: Journal* or teaching ideas in the *Bulletin: Collegial Exchange*. The Arts Gallery welcomes poems, art, photos, etc.

The international website dkg.org offers easily accessible information about DKG in general. The **Be a Member** tab provides an overview of benefits, including insurance benefits and discounts.

You can also find ideas for marketing DKG in your local area from committee pages and tabs such as the following:

- **Communication & Publicity:** *Practices for Improving Publicity*, Chapter Brochure Samples and Templates, *Creating a website using Weebly* with instructions in pdf or videos. A website or a blog for the chapter is also an effective marketing tool.
- **Art & Humanities:** DKG Gallery of Fine Arts for useful art and poetry.
- **Resources:** All Society brochures, New Member Kit (to order or a PDF-file to download), logos, and *Sustaining Pride in the Big Picture*, a reorientation presentation (Powerpoint).
- **Forms:** Award Concepts Order form to purchase branded products that are nice to use for sales promotion and awards. The *Press Release Template* can be helpful if you are not used to contacts with the press.

DKG Collaborative Communities Explained

DKG Communities is the social media area of the website that was formerly known as the DKG Network. To start, the DKG Collaborative Communities will encompass various academic areas that will emerge as threads in the discussions under the overall community and then, as a thread begins to expand, headquarters will open a separate community for that interest group. This member benefit will allow a member to share ideas and concerns in "conversations" with members with similar interests from around the world.

