

Marketing Committee Report
Masonic Home for Children – Oxford
February 14, 2025

- Researched data being collected as it pertains to marketing efforts
 - Google Analytics - website
 - CBS 17 – TV and digital
 - Fox 8 – TV and digital
 - Calendar
 - Social Media – Facebook/Instagram
 - Electronic Newsletters
 - Sources for donations through the website
 - Presentations to groups by Executive Officer and Annual Giving Officer
 - Checks received via USPS
 - Dollars spent by month by advertising partner
- Reviewed recently executed advertising contracts
 - CBS 17
 - Fox 8
- Made personal donations to other non-profits to see how MHC donation system compares and with all follow up correspondence
 - Shriners Children's
 - Alzheimer's Association
 - Kid's Peace
 - Down's Society
- Requested all current TV and digital advertisements
 - Where are they running
 - When were they last changed
 - What is the messaging
 - Who is directed to
 - What is the call to action
 - Are there any measurable results
- Evaluated opportunities for our advertising partners to sponsor MHC events
- Began work on a Hayes Neal Society section on our website
- Designed and Implemented a monthly Data Collection request with MHC staff
- Spent one day on campus with marketing staff performing SWAT Analysis
- Reviewed alternative marketing opportunities as an addition to/replacement for current partners

Developed three questions with regards to our marketing

What are we marketing?

What are our goals with our marketing?

Why should someone give to MHC?

Next Steps

- Continue to obtain and compile data with regards to our marketing efforts
- Evaluate how those efforts contributed to changes in
 - Donations
 - Referrals
 - Filling of open employment positions
- Begin to develop comprehensive marketing plan
- Increase information compiled by donor who pays by check
- Identify ways to improve how we tell our story and translate that story to our ambassadors to spread across the state