



**FWD Newsletter and Facebook Program/Marketing Plan 2012-13:**

**Goal:** *Improved Communications with FWD Patrollers and Alumni*

**Objective:** To improve quality and regularity of contact with FWD Patrollers and Alumni by reaching out with **three times-yearly FWD "News and Views" newsletters and addition of a new, interactive FWD Facebook page.** The two primary methods, both of which interconnect with the FWD website, would be the following:

**Three times-yearly, "News and Views" newsletters:** an "opening season" October newsletter (in both PDF format for posting on the FWD web site), mid-season January issue and season-end June news in review issue, as well. FWD's 1,800 members are reached via email notice, sent short iContact missives and urged to check the FWD web site.

**FWD Facebook page:** In development and ready to go by Summer Board meeting. Working with Tom Sherry on the idea; this would be an interactive FB page that all patrollers, alums could access and contribute to.

**For study:** Improve design of the **FWD E-newsletter**, which would be used on a monthly or as-needed basis. This E-letter will reach 1,800 FWD Patrollers and Alums by email on a regular, quality-format basis (and also takes them, for additional detail, to the FWD website).

**Past season (2011-12):** Published three FWD "News and Views" newsletters in October, February and (coming), June, 2012. Additionally, iContact E-letters were done on an occasional basis by the Division Director.

**Suggested publication schedule:** Early-season October issue, mid-season January issue and season-end "photo/year-in-review issue" in June.

<b>Deadlines:</b>	<b>Publication Dates:</b>
<b>May 28, 2012</b>	<b>June, 2012 (end of season)</b>
<b>Sept. 25, 2012</b>	<b>October, 2012</b>
<b>Dec. 25, 2012</b>	<b>January, 2013</b>
<b>May 25, 2013</b>	<b>June, 2013</b>

**Expense/Income:**

a. Expense for annual contract with iContact contract (I believe this expense is carried in FWD Web Master budget)	\$???
b. Expense for "News and Views newsletters", to be posted on FWD website (in full color)	No charge
c. Development of FWD Facebook page	<u>No charge</u>

**Total annual expense** **\$0.00**

**Income projections:** Increase in both quality and frequency of contact with FWD members will yield added income from enhanced attendance at events, conferences & educational programs.

**Responsibility:** FWD Communications/Newsletter Editor, and FWD Director. Questions related to this proposal, Tim Viall, 209.952.2750; email: [tviall@msn.com](mailto:tviall@msn.com).