

CTSO Theta Resources Action Plan

Strategic Planning Goal 3: Build on Resources

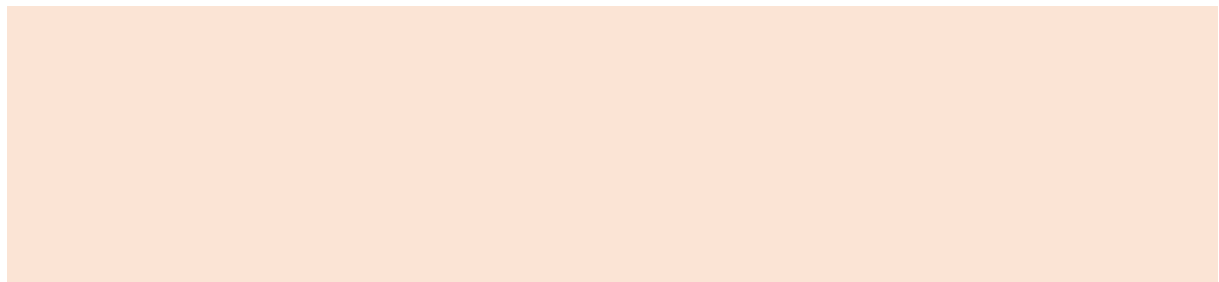
3.A. Create new resources

3.A.1. Investigate a variety of marketing strategies, including social media (Instagram, Facebook).

3.A.2. Expand resources for members.

SMART Goal: Implement a variety of marketing strategies designed to inform and recruit new members joining DKG Connecticut State Organization as measured by the number of new members who pay dues by October 1st of each calendar year.

Strategy:	Who is the person responsible?	Evidence of accomplishment	Notes, modifications to the strategy	Timeline
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Update and distribute Theta Trifold to all members				
Distribute CTSO state trifold and DKG International Journey for Life to potential new members				
Offer all updated trifolds to all members				

<p>At a meeting visit the DKG International, CTSO and Facebook websites to familiarize members with resources available to them. ~ Update personal information on DKG.org</p>	<p>Chapter President</p>	<p>updated data for DKG</p>	<p>members need to bring laptops or tablet</p>	<p>Fall 2024</p>
<p>Distribute DKG New Member Folder, supplemented with Theta and CTSO information to new members (paper and email)</p>				
<p>To update our current members, distribute one time the DKG New Member folder, supplemented with Theta and CTSO information in 2023.</p>	<p>~ Chapter Membership Chair ~ State Membership Chair</p>		<p>At March 2024 meeting vote to approve funds</p>	<p>Fall meeting 2024</p>
<p>Email all nominees the following: ~ nomination form ~ Journey for Life (international trifold) ~ Theta trifold ~ CTSO trifold</p>				

Share photos of chapter events on the Theta as well as CTSO and DKG Facebook pages				
Send CTSO Communications chairperson chapter and state pictures to post on CTSO website				

Membership/Expansion Committee podcasts. Excellent resources for Revitalization Plans:
<https://dkgsi.podbean.com/> (copy and paste in browser)