**Beta Upsilon Marketing Plan**

**2023-2025**

**Mission Statement:** The Delta Kappa Gamma (DKG) Society International promotes professional and personal growth of women educators and excellence in education.

**Vision Statement:** Leading women educators impacting education worldwide  
  
**North Carolina Vision Statement:** (VIEW) Voices of Influence Empowering North Carolina Women Educators

**The Seven Purposes of DKG**

1. To unite women educators of the world in genuine spiritual fellowship.
2. To honor women educators who have given or who evidence a potential for distinctive service in any field of education.
3. To advance the professional interest and position of women in education.
4. To initiate, endorse, and support desirable legislation or other suitable endeavors in the interests of education and women educators.
5. To endow scholarships to aide outstanding women educators in pursuing graduate study and to grant fellowships to non-member women educators.
6. To stimulate the personal and professional growth of members and to encourage their participation in appropriate programs of action.
7. To inform the membership of current economic, social, political, and educational issues to the end that they may become intelligent functioning members of a world society.

**Goal 1: Identify and Find Target Audience**

1. Recruit collegiate members
   1. Collegiate members must be in the last two years of undergraduate work or have graduate status (non-paid status).
      1. Partner with East Carolina University and Chowan University in hosting an event for the education departments to market DKG.
      2. Partner with teachers in our five counties who have non-paid interns or practicing teachers.
      3. Visit local high schools where they have an Elementary Education Club to market DKG activities for future opportunities.
2. Recruit and re-instate members who did not renew dues.
3. Continue to ask current members to nominate prospective members.

**Goal 2: Grab Attention of Target Audience**

1. Communicate to audience the value and benefits of membership.
2. Promote the value of networking and support of membership to help reach their goals.

**Goal 3: Build Relationships**

1. Establish rapport and build trust.
2. Be a mentor.
3. Promote correspondence with prospective members by sending note cards and acknowledging special occasions.
4. Invite prospective members to chapter meetings.
5. Be an educational resource for them.

**Goal 4: Follow-Up**

1. Continue to stay in communication.
2. Offer to help in professional recommendations or educational opportunities.

**Goal 5: Encourage Target Audience to Join with Membership**

1. Invite them into membership and get them involved.
2. Place them on committees where they are comfortable and can be a part of the chapter’s activities.

**Goal 6: Expand Publicity**

* 1. Provide DKG and Beta Upsilon brochures in Goody Bags or activities for Beginning Teachers.
  2. Continue to provide articles and press releases for the newspapers.

1. Provide printed name and logo on pens to advertise public activities of the chapter.

**Goal 7: To Enhance the Get-to-Know Members**

1. Provide an icebreaker at each meeting.
2. Provide an opportunity to sit next to different members at meetings.
3. Provide time before and after meetings for fellowship.
4. Encourage members to get together to share activities outside of meetings.

**Goal 8: Recruitment of New and Non-Renewal Members**

1. Provide a means of contacting and reminding members of meetings and activities.
2. Continue to make calls and send emails and notes to members for support.
3. Communicate with non-renewal members and invite to meetings or special events.