



COMMUNICATIONS & MARKETING COMMITTEE
Benevolent and Protective Order of Elks ~ Lodge 2679
937 Carter Drive, Calabash, NC 28467

~ Volunteer Information Sheet ~

WHAT: The Communications and Marketing Committee (C & M Committee) of our lodge plays an integral role in producing and ensuring professional and consistent messaging to our Lodge Membership, the various District, State, and National Elks' Organizations, -- as well as the Local Press of Brunswick County, NC, - Horry County, SC, and our Local Community at large.

HOW: The C & M Committee accomplishes their Mission through the efforts of their Committee Chairman and the 3 Teams under management by the Chairman. **The Chairman position is currently Vacant.**

The 3 "Teams" of the C & M Committee are:

- The "Public Affairs Team" which produces formal "Press Releases" capturing the Benevolent Activities executed by the lodge, and then distributes these releases and Photos to the local press outlets in Brunswick County, NC, - Horry County, SC, and – the District, State, and National Elks publications.
- The "Web Page & Social Media Team" which produces the Content of our Activities and then uploads this Content to our:
 - Public Web Page, www.CalabashElks.Org ,
 - Our Elks-Sponsored Web Page, www.elks.org/lodges/home.cfm?LodgeNumber=2679 , and –
 - Our Facebook Page, <https://www.facebook.com/CalabashElksLodge/>
- The "Marketing Team" occasionally prepares Marketing Materials such as Event Flyers, Event Tickets, and Internal Advertising Materials for some of the various Committees of the Lodge, including our Ladies Auxiliary, as well as its main mission of – operating our e-Messaging process which provides weekly "e-Mail Blasts" to our Members and Friends of our Lodge, keeping them Up-to-Date on all the Happenings and latest news of the lodge.

WHO: If you are interested in Volunteering to Chair the Committee, or contribute to, or support, any of the Teams within our Communications & Marketing Committee, in any way, contact our Exalted Ruler, Richard "Rich" Rust, at (C) 828-712-0112, or by e-Mail at ExaltedRuler@CalabashElks.Org

Additional Information regarding our C & M Committee can be obtained from our Acting Chairman, Michael Trescak at (C) 910-386-7759, or by e-Mail at Communications@CalabashElks.Org