

1/6/2016 – Members and Moolah Committee Meeting

Wednesday, January 06, 2016

5:09 PM

Facebook advertising:

\$2 a day for the first week - two campaigns.

\$3 a day for the second week best campaign

\$5 a day for the third week best campaign

Criteria:

People who live in Illinois with an interest in Phi Theta Kappa

8,700 people

Boosting: Poll post

Where are you currently going to school?

Or where did you go to school?

ACTION: Renee will put it together and then send it to the group for review.

Promoting Membership:

1. Use Christina's video
2. Direct people to a Paypal Link on the website - online form for application
 - a. Paypal has a credit card device so we can use on-site
3. Create information sheet and send to chapters so they can include for their graduating Phi Theta Kappa members.
4. Email the advisors to promote IRAA to their graduating students
5. Add a "referral code" to the application - chapters have a referral code

ACTION: Willis will create information sheet - please send out to all and feedback.

ACTION: Ross - contacted Phi Theta Kappa Dir. Of Scholarship Opps to discuss possible connections and mailing list to Illinois Schools

ACTION: Renee will check into updated alumni list from HQ

ACTION: Ross will check with email generator contact to see if they can help us with our email content and get more responses.