



## **ADVERTISING COMMITTEE STRATEGIC PLAN**

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### **Mission Statement**

To offer Western District member benefits through job postings and advertising through website, newsletter, and other methods, while also generating base revenue to sustain WesternITE administrative expenses.

### **Long-term Strategic Goals (5+ years)**

The following are the long-term strategic goals of the Advertising Committee, to support the mission statement:

- Generate \$20,000 in annual revenue through advertising offerings such as sponsorship packages and job postings.
  - This estimates an annual sponsorship package goal of \$13,500
  - This estimates an annual a la carte job posting goal of \$6,500
- Expand advertising opportunities that are customizable to consultants and vendor members alike.
- Further integrate advertising with the District newsletter, website, social media, and annual meeting.

### **Short-term Objectives (1 – 3 years)**

The following specific initiatives will be undertaken or maintained in the relatively near future to move the Advertising Committee toward its long-term goals:

- Generate \$15,000 in annual revenue through advertising offerings such as sponsorship packages and job postings.
  - This estimates an annual sponsorship package goal of \$10,000
  - This estimates an annual a la carte job posting goal of \$5,000
- Streamline advertising menu, removing less popular items and create a customizable menu of items available through sponsorship packages.
- Streamline paying methods and self service to reduce administrative efforts.
- Reach out to common consultant sponsors for the website and vendor sponsors from the annual meetings for sponsorship packages.

### **Actions (6-12 months)**

The following specific actions to be accomplished during the current fiscal year:

- Work with the website, social media, and newsletter chairs to create opportunities for the visibility of our sponsors.

- Update the website as needed to improve its accessibility, operation, and visual appeal.
- Look for opportunities for WesternITE-specific events that could logically include sponsorships, such as webinars, feature articles, and the awards show.

Revised Ryan Zellers (February 2021)