



How You Can Help

Here are different ways you can market your involvement in DKG:

- Share on personal social media – Facebook, Instagram, Twitter
- Have a one-on-one conversation with other educators about chapter and state projects that impact students
- Share the benefits of membership including fellowship, scholarships, stipends, professional development
- Display DKG logo on your car, phone, or notebook
- Invite a friend to a meeting or conference/convention
- Offer professional development to local teachers
- Volunteer in a school
- Partner with a teacher or school in a service project



Tell Your Story

Last year, the International Communication and Publicity Committee encouraged members to share their "back" stories at a DKG meeting. This is a wonderful opportunity to hear why an educator became a member, her experiences in education, and why she is *still* a member. Honoring the stories of our members increases our knowledge and understanding of their experiences and broadens our horizons. Share stories at <https://goo.gl/forms/YqLn14KsedT8lqLp1>.

Sharing Who We Are and What We Do

How do we market our exceptional and diverse talents? How do we share with others all that DKG offers and let this "best kept secret" out of the bag and in front of educators worldwide?

Social media is changing so rapidly that groups and businesses often struggle to keep up. As DKG continues to move forward and seek new ideas to recruit and retain members, we are constantly searching for the best ways to interact with our group while respecting the traditions of past recruitment efforts.

Research shows people need to see an advertisement twelve times before it registers with them, so the more times they see it the easier it becomes to engage with it. Examples of this are websites, social media postings, personal interactions and experiences.

What can we do as a group to satisfy our members, so they will want to share with everyone the positive aspects of belonging to DKG? We all know one positive recommendation or reference is better than any advertisement.



Websites, which are the face of an organization, need to be constantly maintained and updated while social media can be changed every day. Websites serve as a foundation and source of information for the chapter and state rather than an evolving interactive source. Is your website in compliance and recognized by successful completion of [Form 72a](#)? If not, check out the requirements on DKG.org and apply today.

Daily interactions with a state or chapter Facebook page are critical because the more engagement the post receives the more likely that someone will see it. Feature your members bi-weekly or monthly, share your stories and projects, past experiences, and how DKG impacts your community. Events can be posted and shared with pictures and videos and it is easy to tag others in attendance. The more you engage with the media the more information is spread and the exposure is widened.

Our focus is on our members and what they need to be able to move forward. We can do this by letting the world know who we are and what we do. As a DKG member, offer new possibilities and endless opportunities for women in your community, state and world.

How are you marketing DKG?

- How is your chapter and state marketing your work?
- How are you supporting and helping teachers in your area?
- What recruitment and, more importantly, retention practices are working for your chapter and state?
- Do you have other ideas to market our organization?

[Share your marketing ideas with us](#) and we'll share the results!

