National Philoptochos Society  
November 15th, 2019 Committee Report

PUBLIC RELATIONS COMMITTEE

Chair: Barbara Pasalis  
Co-Chair: Valine Georgeson  
Members: Despina Denne, Mari Lou Diamond, Cindy Kezos, Martha Stefanidakis, Irene Steffas

With the support of the Development & Information Officer, Amy Kalogeropoulos, and PR/Communications Assistant, Vivian Haidas, the Public Relations Committee has made significant progress this term.

We are excited to announce the launch of our new Philoptochos website. The website is modern, interactive, and user friendly. It features a translation plug-in enabling it to be translated into many languages and a disability widget providing accommodations so that visually impaired readers can increase the font size, change the contrast, have the page read to them, and much more to make the site more accessible. Members will be pleased to see that navigation on the site is greatly improved, and we have added a much-requested “Search” bar to make it even easier to find information. Our new website provides a clear and vivid representation of our mission and our many philanthropic initiatives and projects. Principal features of the Home Page of the new site:

- Scrolling banner
- Clear Navigation Panel
- Explore Our Work
- Follow Our News
- Links to Archdiocese, social media and newsletter subscription
- Password Protected section for Board Members

We have also recently completed a new video to promote Philoptochos entitled, Philoptochos: Breaking Stereotypes, which we are pleased to debut at our fall meeting, and which will reside on our new Home Page. We anticipate that this will be effective in reaching and attracting new members.

Our social media has grown exponentially over the past year. Facebook engagement is up over 100% and our posts are reaching over 36,000 people. Instagram interactions have also had a significant impact on spreading our news. Most important, our social media has been successful in increasing excitement about our programs and events.

The Philanthropy Witness electronic newsletter is rapidly becoming our principal means of delivering information to our members. The newsletter has now returned to a monthly publication and is greatly expanded with regular content about our national initiatives and programs, metropolis news and chapter news.

Looking forward, we will continue to increase use of our social media platforms and electronic newsletter as the Archdiocese begins to scale back the Orthodox Observer in favor of the immediate, electronic delivery of information.
This makes the need for a new, effective, user-friendly database critically important. Over the past decade, we have struggled to obtain email addresses from our membership. Even when we do receive them, entering them into our spreadsheet system and keeping them updated is cumbersome and extremely time-consuming. We need a modern customer relationship management (CRM) system. CRM is a technology for managing all of an organization’s relationships and interactions with members and potential donors. These modern databases do much more than simply keep track of names, addresses, phones, and emails. They track donations, serve as a listserver to deliver instant information to members, integrate with social messaging, and enable fast, instant donations from smartphones. This is the future of communication and will attract newer, younger members. This is the way they do everything from banking to purchasing tickets and paying for parking. A new database will bring great returns in terms of increases in membership and simplification of our membership and convention registration processes. The database will enable us to get out our news quickly and send out targeted information with our news. Just as the Archbishop sends out several news items every day via his multiple listservers, we will be able to use this one database system to get news out more quickly. In this way, the Home Page of the website will remain a representation of our work and will not change constantly in order to provide news updates.

Moving forward, we will provide support to the committees as they complete their work and have information to add to the website in preparation for Convention 2020. We will prepare Registration information and documents for use at the convention. Finally, we have just designed our new 2020 Convention logo:

![2020 National Philoptochos Biennial Convention Logo](attachment:image.jpg)