NATIONAL PHILOPTOCHOS SOCIETY

PUBLIC RELATIONS COMMITTEE
When Philoptochos sees pain and suffering, we strive to offer comfort.

When Philoptochos sees hunger, we aspire to offer sustenance.

When Philoptochos sees despair, we seek to offer hope.

For more information, visit http://www.philoptochos.org
BARBARA PASALIS, CHAIR
Metropolis of Pittsburgh

VALINE GEORGESON, CO-CHAIR
Metropolis of Atlanta

DESPINA "DES" DENNE
Metropolis of Pittsburgh
AMY KALOGEROPOULOS
National Philoptochos Development & Information Officer

VIVIAN SIEMPOS HAIDAS
National Philoptochos Communications Consultant
That’s A Wrap
As the COVID-19 Pandemic spread across the globe, Philoptochos responded immediately with a variety of initiatives to provide assistance, food and spiritual comfort to our communities.
COVID-19 RESPONSE

In March, National Philoptochos established the COVID-19 Emergency Drive to provide funding for social service requests for rent, mortgage, or utility payments, medical or other daily living expenses, food, or childcare.

$50,000 DISBURSED

On March 20, donations totaling $50,000 were sent to national feeding programs that distribute food across the US. $25,000 to Feeding America and $25,000 to the Meals on Wheels Program.

SOCIAL SERVICES

National Philoptochos Department of Social Services developed a streamlined Application for Assistance to expedite the delivery of critical monetary support to families affected by the Pandemic.
The #MASKON campaign urged chapters to make and distribute masks within their local communities to assist with the nationwide need for face coverings, and to encourage everyone to follow the CDC’s guidelines for social distancing and safety practices.

THE POWER OF THANK YOU

This campaign asked chapters to write thank you notes to “heroes”: healthcare personnel, grocery staff, building managers, and delivery workers.

#THANKSHEALTHHEROES

Chapters across the country arranged for food to be delivered to healthcare workers as a special “thank you.”
Rev. Dr. Nicholas Louh

“Finding Christ in the Crisis”
Unprecedented global health crisis pushes nation into action.
SPECIAL EDITION

A four color magazine, written, produced and distributed by USA TODAY hit newsstands in mid-July.

USA TODAY PAYS TRIBUTE

Companies from industries far and wide are lending a helping hand to Americans during their time of greatest need. USA TODAY issued a special edition publication to highlight companies' heroic efforts.
ORTHODOX OBSERVER

A fully web-based news and information experience. The online Observer resides as part of the Greek Orthodox Archdiocese website, and has become the place where all content of the Archdiocese, Metropolises, ministries and departments, institutions and organizations, parishes and faithful, can be found.
Previously a bi-monthly electronic, now our monthly electronic newsletter.

It includes important updates for our membership and highlights chapters and their outreach efforts.

In order to receive "news," you must subscribe via mailchimp on our website.
SOCIAL MEDIA

STAY CONNECTED WITH US
The Public Relations/Communications Committee has worked tirelessly to increase Philoptochos’ reach throughout the United States with a dynamic social media presence harnessing the power of Facebook and Instagram. National Philoptochos now has over 5,000 followers, including Nia Vardalos who regularly forwards Philoptochos messages across her social media network, exclaiming, “You know who gets it done? The ladies of the church! Philoptochos is the ever-amazing philanthropic group.” The committee has also harnessed the power of the Internet to raise money for the various projects and programs. A #GivingTuesday campaign to benefit Social Services raised $10,000 in just a few days. These funds were used to produce a Caregiver’s Support Group to assist individuals caring for ill and aging family members in their homes.
FACEBOOK FOLLOW INSIGHTS

• As of June 2018: 3,038
• As of June 29, 2019: 4,266
• As of August 10, 2020: 5,583
INCREASE

84%

AS OF AUGUST 2020
"LIVE" SPEAKER EVENTS

Leveraging technology, Philoptochos initiated a speaker series over the last two years. The Engaging Our Minds series livestreams the speakers via Facebook.
In January 2020, Philoptochos launched a new, modern, interactive website at www.philoptochos.org. The easy to navigate site is a true reflection of the multi-faceted work that Philoptochos stewards across the nation perform.
SNAPSHOTS OF HOMEPAGE

- Community Educational Initiatives
- Feed the Hungry
- Fundraising Initiatives
- Operation Classroom
- Philanthropic Projects
- Social Services
NEW DEDICATED EMAILS FOR EVERY CHAPTER

Will facilitate communication with the National Office

Each Chapter must assign one board member who is responsible for managing the account
Let your light so shine before men, that they may see your good works and glorify your Father in heaven.

-MATTHEW 5:16