

GREEK ORTHODOX LADIES PHILOPTOCHOS SOCIETY, INC.
NATIONAL COMMITTEE REPORT
MAY 23, 2023



Public Relations & Communications Committee

Co-Chairs: Cindy Kezos, Valine Georgeson

*Members: Hellena Chrones, Despina Denne, Arlene Siavelis Kehl, Arianna Ranahosseini
Chrissy Zografos*

May 15, 2023

The Public Relations (P.R.) & Communications Committee of the National Philoptochos Board is a very active committee that has developed responsibilities and deadlines for the twelve months of the year.

Working closely with the National Philoptochos Office Director, Amy Kalogeropoulos and Marketing Associate Georgia Kotsinis, the PR Committee strives to keep National Philoptochos membership informed and aware of all aspects of our organizations' news and the response to natural catastrophes, national tragedies and world hardships, that often have an impact on our mission and philanthropic outreach.

How are we able to do this?

Effective communication is incredibly important in an organization like ours, whose membership is scattered across 50 states and multiple time zones.

The Philanthropy Witness (PW) is our monthly Philoptochos newsletter, that is emailed to our membership each month, posted on our Social Media platforms, and is filled with Metropolis and Chapter news, photos, and stories from around the country. Our Chapters submit articles about their activities, fundraisers, community outreach, membership drives and so much more. We have learned that sharing Chapter news is a very popular and valuable capability!

Social Media

Philoptochos has a very strong and vibrant Social Media presence on multiple platforms: Facebook, Instagram, Twitter, Linked-in, and You Tube. Our Social Media outreach has grown over 400% in a fairly short period of time!

Committee Co-Chairs meet every week with Amy Kalogeropoulos and Georgia Kotsinis and the full P.R. committee meets every month.

We are appreciative and grateful for the support, feedback, and enthusiasm that we receive from our membership.

Faithfully in Christ,

Cindy Kezos and Valine Georgeson
P.R. & Communications Committee Co-Chairs