



Marketing and Public Relations Committee

The Marketing and Public Relations Committee is a volunteer committee that is responsible for building awareness of House of Hope Green Bay and developing and implementing new marketing initiatives. It is comprised of a representative and diverse group of community volunteers who collaborate and plan the marketing and public relations initiatives for the year.

Chair

- Develops meeting schedule and agendas
- Develops and maintains robust committee of volunteers
- Reports important activity and action items to the Board of Directors

Committee Scope

- Develops and maintains timeline and delivery of key marketing and public relations initiatives and provides training to disseminate best practices and build capacity.
- Ensures public awareness and support the HOH mission.
- Committee works in concert with the Fund Development Committee to create and distribute written, electronic, or other materials that will be used in soliciting funds on behalf of the corporation
- Oversees management of website and social media
- Ensures brand awareness
- Ensures positive relationships with donors
- Is aware of and approves all HOH mailings, press releases, and important external communications.