



Marketing

UNTDA Board Meeting – April XX, 2020

We should take a page from the marketing playbook about branding and consistency of message if we want to do everything we can to present a picture of a vibrant, disciplined but innovative organization.

If there is a member of the UNTDA with advertising and marketing experience, we could use such expertise to keep us on track; please identify and let the President know. If we form a Communications Committee, this would be a key player.

The web site now displays two catch phrases:

It's all about Connections...

Count Yourself In!

We need the board to be comfortable with these, and then to use them in all communications in which they are appropriate. Russ Cape has already included the first of these in his Starshell ad.

In keeping with message consistency, whenever we are communicating in our capacity as UNTDA directors or committee members, we should use a uniform electronic signature.

Following is mine:



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Connecting From Coast to Coast
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Thanks to Glenn Davidson for suggesting the abbreviation of the slogan in the above. Not only is it mercifully short, it incorporates the "Connecting" word to reinforce that consistency of message.

Can we ask all Directors to create and to use a similar e-signature? I may be able to help those lost in the technical thickets.

Ross