Advancement and Outreach

Report to LEYM Annual Session, 2020

The purpose of this report is awareness.

An idea was presented to A&O about LEYM advertising on social media, to help meetings, especially smaller ones, attract new attenders. We currently can be found online, but potential seekers need to know what to look for. This will not be proselytizing, but awareness of who we are.

The A&O committee all thought it was a good idea. However, research needs to be done.

The current plan is:

* Educate ourselves on what social media advertising looks and feels like. (The majority of the committee members do not use social media.)
* Research:
	+ What kind of message we want to deliver, and how to best do it.
	+ Find out what resources/material/information FGC might have.
	+ Find out what other Yearly Meetings are doing.
	+ Pick the brains of LEYM, and brainstorm ideas.
* Outline plan and determine necessary resources
* Themes
* Media/medium
* Costs
* Potential leverage partners (Other yearly Meetings? FGC?)
* Develop options and examples
* Determine pilot markets
* Timeline:
* Outline plan to present to Executive committee in October
* Solid plan, potentially with examples, by representative meeting next April.

This is preliminary plan. There will be additions and changes as we work through it.