

Publicity Questionnaire for TAQG – Meeting March 29, 2016

Guild Name _____

Publicity Chair _____

1. Does your Publicity person act as Guild Spokesperson _____
Purpose of Publicity for guild: Upcoming meetings _____ Workshops _____ Quilt show _____
Raffle quilt _____ Secure new members _____ Other _____

2. How do you achieve publicity? Flyers _____ Business Cards _____ Newspaper ads _____
Articles for Newspapers/local magazines _____ Website _____ Other _____

- 3 Where do you place printed material? Quilt shops _____ Local businesses _____ Other _____

Does your Guild budget for PR? _____ Amount _____

- 4 Are meetings published regularly? Website _____ Newsletter _____ Newspaper _____ Other _____

Articles submitted to local newspapers _____ Local churches _____ Websites _____ Other _____

Do you include a photo with any articles? _____

5. Social networking tools Facebook _____ Twitter _____ Yahoo _____ Instagram _____ Other _____

Explain: How do you use them?

6. If your guild has a website, does the webmaster and publicity chairperson work together to publicize activities, programs, speakers, etc? _____ How? _____

7. Which publicity technique have you found to be the most successful creating interest in your guild?

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8. Share your favorite, new, and/or creative ways to publicize your guild

Is there any info not already covered, that we should know?