

# Publicity Questionnaire Summary for TAQG – Meeting March 29, 2016

Guild Name Denton, Grand Prairie, Cotton Patch, Piecemakers of Rains Co., Homespun

1. Does your Publicity person act as Guild Spokesperson .Yes = 3, No = 1, None = 1  
Purpose of Publicity for guild: Upcoming meetings 4 Workshops 3 Quilt show 3  
Raffle quilt 2 Secure new members 3 Other

Post activities and events on Facebook and in newspaper.

2. How do you achieve publicity? Flyers \_\_\_\_\_ Business Cards 1 Newspaper ads 1  
Articles for Newspapers/local magazines 1 Website 2 Other

Facebook and newspaper press releases Postcard. Word of mouth, sometimes a person may also send a note/postcard. In the local Newspaper, we advertize the upcoming meetings and workshops if there is one. Also pass out "program" bookmarks.

- 3 Where do you place printed material? Quilt shops 2 Local businesses \_\_\_\_\_ Other

Newspaper. Wherever the raffle quilt is shown locally, the postcards available. They were also displayed at the TAQG booth at the Dallas Quilt Show.

Does your Guild budget for PR? Yes = 0, No = 5 Amount \_\_\_\_\_

- 4 Are meetings published regularly? Website 4 Newsletter 3 Newspaper 2 Other

Facebook, Grand Prairie Calendar of Events, Local and community newspapers

Articles submitted to local newspapers 4 Local churches \_\_\_\_\_ Websites \_\_\_\_\_ Other

There was an article submitted to the Greenville Herald Banner last year about both the raffle quilt and the establishment of the quilt guild. Only when we are having our quilt show. We also use the Texas Co-op for our show.

Do you include a photo with any articles? Yes = 3, sometimes = 1, No=1

5. Social networking tools Facebook 4 Twitter \_\_\_\_\_ Yahoo \_\_\_\_\_ Instagram \_\_\_\_\_ Other

Pictures of our meetings are posted on Facebook as soon as our meetings are over. Time, place, and location are including on the website. There is no one person responsible for disseminating information on Facebook. It was a source for at least one new member this year. Other social media is not used. Tried to get going before and it doesn't want to play too nice with me. I have done what I can and have had new people ask to join group on Facebook.

Explain: How do you use them?

Events, meetings, articles, workshops. Different 'friends' on Facebook post various things. To motivate and inspire.

6. If your guild has a website, does the webmaster and publicity chairperson work together to publicize activities, programs, speakers, etc? Yes =2, No =1 How?

Info from chairs is emailed to webmaster, newsletter editor, and Media Maven. Webmaster is a member's brother. Photos and newsletters are available on the website (with password protection), as well as general information available to all viewers:

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

Word of mouth. Grand Prairie Calendar of Events. Also, by word of mouth. The newsletter and announcements during the meetings are the most successful. Word of mouth. We have new members from the Waco newspaper when we have a small write-up in the local section of the paper. We also have a 'free' booth in the Creative Arts bldg at the County Fair every Sept. We have new members from this activity.

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

Displaying the raffle quilt!

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