

New GL Marketing & Membership Effort

Our Goals

- Improve membership retention
- Continue to grow membership
- Help lodges succeed by better understanding Grand Lodge programs and manuals

We are working hard to use clean messaging and consistent branding

We are utilizing the following **official** Grand Lodge social media channels to provide authoritative information

1. Grand Lodge Marketing and Membership Facebook Group

- Private Group for use by elks members in their marketing and membership efforts.
- To provide Grand Lodge Marketing and Membership training opportunities.
- www.facebook.com/groups/grandlodgemembershipandmarketing/

2. BPO Elks USA Facebook Page

- Publicly available information for members and other public stakeholders.
- Working to provide Shareables and spread the word about the great things that Elks do.
- <https://www.facebook.com/bpoeusa>

3. BPOE TV

- For live or recorded official Grand Lodge communications. This allows us to spread the word to vulnerable populations. It also allows us to provide more training/discussion opportunities throughout the year.
- <https://www.facebook.com/BPOETV/>

4. Encourage use of State Elks Associations

- Linking state associations to national efforts will help us all disseminate our information better.