

## Communications Report: Nov 2023

### Website:

Website is complete. Updated, Events page, Sponsorship pages, Volunteers, Store and more. WordPress platform took many many hours of working out but it actually is now easy to update, as and when needed.

Membershipworks is also takes experience to master how to piece together events for all that we need to add ons, stabling, haul in fees, meals and events, but the templates are there now, in previous events, which will be easier to use for next year.

I will be happy to show the next Communication Chair how to use these platforms.

### Events:

The communications and promotions of the events via email and social media have been completed in good time and with many graphics developed using Canva . Besides criticism of my 'English' English language, not being Canadian English, I feel that I completed the Chair position well, despite the fact. 🤔

Sponsorship: This could be developed a lot more next year. I would personally like to see this to be included as a board position rather than a Volunteer Position. There is a lot of invested time to be spent here, and it would be good for the next person to be more included in the day to day running of the board. I hope that it is now a little easier with the Sponsorship pages developed on the website and Membership Works.

Marketing: I didn't acquire branded MHT clothing as Karen undertook that task. However, I did design and purchase Car Window decals and Trailer decals which have been brought to the AGM. The storefront on the Website is up and running, where people can purchase these items and Toques, which can either be picked up or be posted out to the buyer. Someone will need to take this on and be a shop foreperson.

Thank yous: I did update the Volunteer spreadsheet several times to add communication avenues and add new volunteers. I did also thank the Volunteers on email and Social media. I didn't send out any Thank you cards yet, to our Sponsors but I did intend to do this in the form of a Christmas card at the end of the year. Hopefully the new person who fills this position will undertake this task.

Regards

Deb Shepherd