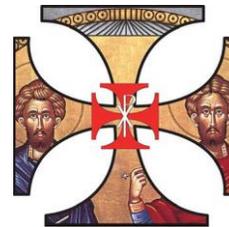


National Philoptochos Society 2016-2018 Committee Report



Public Relations/Communications

Co-Chairs: Barbara Paspalis and Valine Georgeson

Members: Helen Carnegis Alexis Limberakis

Despina Denne Dee Nicolaou

Marilynn Jemas Arlene Siavelis Kehl

Communications Support: Vivian Siempos Haidas

The efforts of the Public Relations Committee this term have focused on identifying and producing educational programs to serve our members and our communities. In addition, we have continued to provide support for the committees by uploading their news and information to the website and publishing articles in the *Orthodox Observer* and *Philanthropy Witness*.

We have expanded our Media Listserver and will be sending our news out to additional news outlets beyond the *Orthodox Observer*. This has already been effective in increasing awareness of our work and our programs.

In addition, we have continued to use our other platforms to keep our members informed, including our blog, *Philanthropy by Philoptochos*, and social media outlets, including Facebook, Twitter and YouTube. We tried something new at our 2017 Children's Medical Fund Luncheon, an **Instagram Takeover**, which gained some traction. In addition, we promoted a Facebook campaign, **Kindness, Compassion & Coffee**, to raise funds for emergency hurricane relief in Fall 2017. We hope to expand and continue efforts such as these in the 2018-2020 term.

Sub-committees were established for the following educational initiatives, which have been completed and uploaded to the website, each on its own dedicated page. In addition, information about the initiatives was disseminated to the membership and parish communities.

- ❖ **Be Safe – Be Smart: Investigating Technology Safety in the Computer Age**
- ❖ **Inclusion Ministry**
- ❖ **Stop Bullying in Your Community: A Comprehensive Anti-Bullying Curriculum**

In addition, sub-committees are currently working on **Women's Health, Alzheimer's** and the **Opioid Crisis**.

A new stump speech was also produced for 2018, and it is available by request through the National office. Please obtain the speech and use it at parish and community meetings and events to spread the good news about Philoptochos.

We will continue to expand our PR efforts, using all of our platforms. Input from our committee chairs, chapters and members is crucial to that effort. We ask all members to continue sending us their news so that we can share it with the entire organization. News, photos and information should be sent to:

communications@philoptochos.org

We are excited about our new Development & Information Officer, Amy Kalogeropoulos, who will join the Philoptochos staff during the convention. We look for her to expand our public relations program and increase our visibility with the Greek and non-Greek communities, as well as infuse our programs with new energy and vitality to ensure Philoptochos relevance beyond our 100th anniversary.

Looking Ahead: Our goals for the 2018-2020 term will be to develop a new website that will be modern and more user friendly. Second, and critically important, is our plan to develop our own member database that will be easier to update and provide us the flexibility to send information to various constituencies with ease. Getting the word out is our top priority.

