



## Publications Benefit

An often-overlooked benefit of being a DKG member and a good internal marketing tool is the opportunity to be published in a professional journal.

DKG has two scholarly publications—*Bulletin: International Journal for Professional Educators* and *Bulletin: Collegial Exchange*. Both are peer-reviewed so being published in either is an honor and resume-worthy.

*The Journal* has three online issues per year and focuses on research-based and documented works.

*Collegial Exchange* issues, printed and mailed to every member, focus on articles based on practice and experience related to education, the Society, women and children, plus personal reflections and creative works.

Learn more about these quality periodicals on the website under the **Publications** tab.

## The Numbers Behind the Need

Healthy chapters and engaged members often wonder aloud why we need internal marketing. Consider these facts shared with SO Membership Chairs during their recent training:



Over the last five years, DKG has lost 250 chapters and over 13,200 members. Inductee numbers have declined as well.

If one key to retaining members is to provide access to information as frequently as possible, as research suggests, consider using the DKG website to help meet this need.

## Using Website Resources for Internal Marketing

Chapters and members are the backbone of DKG so retaining and growing those numbers are essential to the good health of our Society. One important way we can do this is through internal marketing.

Internal marketing means promoting DKG's Purposes, Mission, projects, and benefits to members so they see the value and want to continue their membership. One suggested way to market internally is to provide access to information as frequently as possible.

DKG's website is continually updated, constantly available, and supports all marketing efforts. The **Resources** tab alone has a wealth of information for chapters wishing to retain and inform members.

The newly-revised pamphlet *A Journey for Life*, under the *Brochures/Flyers* link, promotes DKG in an easy to read format and includes a long list of benefits in one place. Print the pamphlet from the website or order it from the DKG Store for a minimal shipping and handling fee.

Other marketing materials for members on that link include flyers on the Emergency Fund, Scholarship Fund, and Insurance Benefits.

Videos of convention speakers, tutorials, webinars, and presentations on reorientation of members, found under the *Presentations* link, provide valuable help for creating vital chapters, mentoring members, and building connections.

The *Leadership Lab* links members to resources for expanding leadership and includes a free gift of an audio training from Susan Leahy to help members speak with greater confidence. Enhancing leadership skills and opportunities is a benefit of membership.

There is much more for members, such as business cards and resume templates, links to the *DKG App*, the *Go-To Guide*, and *Biennium Reports* from International Committees. Peruse the **Resources** tab and find ideas for marketing to your chapter members today. Keep them informed to keep them as members!



## The Member-Side of the Website

The **Resources** tab, with its wealth of information for internal marketing, is only available to members once they are signed into the DKG website. Getting members signed in so they can see the resources and more on the member-side is another way to keep them informed. Chapter presidents can help members log in by providing a computer at a meeting and walking them through the process. Members will need their ID number and the generic password the first time they log on. Treasurers, as well as presidents, have ID numbers on membership rosters. If anyone needs help, they may use the website's chat feature, another valuable tool for keeping members happy and involved.

