Below you will find an extraction of an email to me from Judy Worth. She shares her strategy for marketing RLI. Some of her actions you may want to mimic. Good luck, Jeff Romine

**Brief Description of Judy Worth’s marketing strategy for RLI**

Basically, we started with a Save the Date card that went out 3 months in advance to the entire District via DACdb.  That card was repeated as the final page of our DG’s monthly newsletter during early December and January along with an article about RLI in the January issue.

We sent out a District-wide letter, Give Yourself the Gift of RLI, in mid-December. (Last year we used a “Resolve to Register” letter closer to the end of December.)  Then, we sent out additional District-wide mailings—the Wanted poster a little more than 3 weeks before RLI, followed by 10-day and 3-day reminders.

We also sent a letter to all District leaders asking for their support and requesting that they play all or a portion of our RLI video testimonial recording at an upcoming Club meeting. (One thing we were unable to do because of a timing issue was attend the DGs regular Zoom meeting, play the video for them, and ask for support.)

Re more targeted marketing, we sent out a letter to all the folks who had perviously attended Parts I and/or II and needed to sign up for the next Part in the series along with a note to folks who had received a voucher. We followed that letter with the “We Can’t Find You” letter when they didn’t register after a reasonable length of time.

Locally, we included a brief write up about RLI in our Rotary Club of Lexington (RCOL) newsletter along with two repetitions of the Wanted Ad. We sent a letter to our BOD suggesting that they consider registering if they’d never attended or hadn’t finished the sequence, and we sent a letter to our new RCOL members suggesting they attend. (One is attending now, 2 others had previous commitments but had indicated interest in attending.)

Result:  23 registrations and 2 who thought they had registered but had a miscommunication with their club president about who had responsibility for the follow through.

Happy to answer any questions.

Hope this will be helpful. Judy