



PETERBOROUGH NEW HORIZONS BANDS

Publicity Recruitment Committee

Date Issued: January 26, 2024

Purpose: To inform the public about PNHB events, to attract new members and encourage donations.

Responsibilities:

- To advertise and promote PNHB events and membership.
- To advertise we are a registered charity, to encourage donations.
- Track methods used, if credentials are required and what they are, conditions for advertising, contacts and costs.
- Create a plan for the season and a budget for that plan. If the plan exceeds the budget already approved by the board, inform the assigned Board Liaison and if one is not assigned inform any Board member. They will ask for the approval from the board for the changed budget and let you know the results. Do not proceed with the plan until you have approval from the board.
- To follow the "Financial Controls policy" regarding purchases and reimbursements.

Methods:

See the document "PNHB Guideline for Publicity", for information on how this is done.

Composition:

- A Chair to coordinate the committee.
- No limit on the number of team members.
- A Board member liaison is assigned to this committee. They are to be kept informed of the committee's progress and of any needs to bring to the board's attention. They will let the committee know of any board decisions that will affect them.

Preferred skills needed:

Computer skills. Tools and creativity in creating posters and 'word smithing' marketing materials.

Items to budget for:

Advertising media and materials.

Meeting Schedule: As needed.

Terms of Membership: One year renewable.



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Date Approved: January 26 2024

Signed: [Signature]
PNHB President

Signed: [Signature]
PNHB Board Secretary

Revision History:

Date	Description
2024 Jan 26	Put in standard format. Review and update.
2011 May 11	Original