

## **URSCC 2017 Annual Meeting**

**January 7, 2018**

**Vandalia Village Hall**

**Vandalia, MI**

### **Marketing and Publicity Committee**

**(Lin Pollard/Cathy LaPointe, co-chairs)**

Lin and Cathy collaborate on many aspects of this committee. Lin is URSCC webmaster and constantly updates and enlarges our website [www.urscc.org](http://www.urscc.org) Lin creates the graphics for URSCC events, and Friends of the Bonine House wearables and notecards. In 2017 we featured Take A Stand! Testify! posters and mugs and will continue to offer them, along with FBH t-shirts, hats, totes, notecards, and magnets. We created a Bonine House Gift Shop on our website this year.

Cathy does press releases and coordinator for radio and tv coverage of URSCC events. She is administrator of the URSCC Facebook page (Underground Railroad Society of Cass County/Friends of the Bonine House) which has almost 600 'friends'. She created a gofundme campaign this year that has been a good source of donations. She does periodic email updates on URSCC events and activities for members. Cathy also promotes the rebate programs offered by Amazon and Hardings, a wonderful way for everyone to donate to URSCC for free.