

# **2021 Speed City Sisters in Crime Board Objectives and Goals**

February 2021

## **1. Build a sustainable chapter**

- a. Create a standing marketing committee
  - i. Develop overall marketing strategy that can be adapted
  - ii. Update chapter logo to be compatible with all media
  - iii. Create new member welcome kit
    1. Welcome letter
    2. Chapter brochure
    3. Membership benefits
    4. Sisters in Crime pin
  - iv. Create general chapter press kit
    1. News release/general information sheet
    2. Relevant links
    3. Contact information
  - v. Promote Halloween anthology
    1. Create Press Kit
      - a. News Release
      - b. Tip Sheet
      - c. Relevant Links
- b. Increase membership by 5% (3 new members)
- c. Educate and involve more members in leadership positions

## **2. Develop and provide opportunities for members to learn, grow and be published**

- a. Halloween anthology
- b. Monthly speakers that provide high-quality teaching and inspiration
- c. Future writing retreat

## **3. Broaden the impact of Speed City Sisters in Crime (SCSInC) through collaborations with other writing communities in Indiana**

- a. Create relationship with Indiana Writers Center (IWC)
  - i. Co-host/sponsor First Friday write-ins
  - ii. Cross promote relevant events through IWC monthly blog and email to members
  - iii. Participate in IWC's week-long writing event with a panel activity during the week of April 19, 2021
  - iv. Provide guest editor or mystery/crime-focused issue of IWC online publication, Flying Island, for October 2021