

Marketing Updates from WACOSA – 05/04/2026

Marketing Efforts:

- WACOSA Wear – two times annually we sell WACOSA apparel. This campaign is all rolled out and future marketing all scheduled.
- Annual Report – I casually work on this until the financials are approved, and then the final will be ready to roll. 50% complete.
- Newsletter – The newsletter is slightly delayed. We ended up going over our allotted space for a 4 page newsletter, so we upped it to 8 pages. 90% complete.
- HR Marketing – In beginning process of providing multiple marketing pieces with HR. Focus on recruitment & retention. We are still the infancy stages of a firm plan, but moving forward with more meeting scheduled.
- Fund Development marketing
 - Event season is upon us. A lot of event marketing through multiple channels.
 - Next up, Sponsor thank you on social media with an invite for others to sponsor. Also Sal's Bar & Grill Fish/Chicken Fry and Meat Raffle.
 - Taking a four week, 16 hour class on planned giving with Meghan Hines, our Development Manager. First three sessions were very deep in types of planned giving. Last session and the final session has a stronger marketing focus. Learning a lot!

Sales:

- In-house work is still going strong. We have had multiple new opportunities. One at green house that we passed on for many reasons. 4-8 new jobs potentially coming from long time customer Malco.

Other:

- KPI's coming soon! I made an executive decision today to remove Google Ads from our KPI report. Reminder – our adds are all through the Google Grant on their own. The reality is I babysit the ads once quarterly, they run on their own, and no effort is happening on my end other than updating photos and basic information from time to time. The amount of time I've spent today trying to grab what should be easy information is frustrating, and the technique to get information changes each login. While this number is cool, I've decided to pull it to save time to focus on more productive things. If you disagree with this, please speak up and I can absolutely reconsider. Additionally, if we do ever need the numbers here, we can get it.