

The VWC 100th Anniversary Celebration

Promotional Plan

Purpose:

To develop and execute a series of activities around the commonwealth to promote the 100th Anniversary of The Virginia Writers Club.

Primary Activities:

1. Secure a proclamation from the governor to celebrate the anniversary.
2. Establish a series of highly visible speakers' engagements throughout the commonwealth.
3. Produce the first VWC anthology of the best work from our members.

Proclamation:

Request that the governor proclaim a special day for The Virginia Writers Club. In addition, invite the governor to write the foreword to the anthology.

Speakers' Program:

Create a series of speakers' programs at a minimum of six chapter regions. Use the clout of VWC to secure top writers in various genres to speak at a half- or whole-day panel discussion/workshop. VWC would assist in planning, securing top Virginia writers in various genres, and providing financial assistance for speakers' fees as needed. Suggested regions and panelists are:

- Northern Virginia, a combination of NOVA and Write by the Rails chapters
 - Jeff Deaver and John Gilstrap
- Tidewater, a combination of Chesapeake Bay and Hampton Roads,
- Capital District, a combination of Hanover, Richmond, and Riverside Writers
- Far Southwest, Appalachian Authors Guild
 - Sharyn McCrumb, Kathleen Grissom and Dean King
- Southwest, a combination of Valley Writers and Lake Writers
 - Diane Fanning, Ed Dasso (check name) and Dan Moldea
- Central, a combination of Blue Ridge, SWAG
 - John Grisham and David Baldacci

Anthology:

Contributing to the anthology is limited to current members of VWC, keynote speakers from the symposium and annual meetings, and special guests. To be eligible to contribute, a member must be active *in 2016 when contributions are due and in 2017 when the anthology will be published*. The anthology will be divided into four sections:

1. Governor's proclamation and foreword.
2. History of the VWC and its individual chapters. Chapters will contribute their own histories; the club history will be compiled from research completed by Jack Ferguson.

3. Contributions from keynote speakers over the years. (May include original works written specifically for the anthology) Keynote speakers for the symposium and annual meetings will receive formal invitations to be included in the anthology.
4. VWC member contributions in poetry, fiction, and non-fiction genres. Guidelines, submission deadlines, and formatting instructions will be posted on the website and were included in the 2016 Symposium booklet.

Additional activities may, from time to time, be suggested by individual chapters. The goal is to have a firm program of activities that begin in the second half of 2017 with the publication of the anthology and continue throughout 2018 with the panels and forums.

Benefits to the Members:

The biggest benefit to the members is inclusion in the anthology. For many, this will be their first publication.

Participation in the various speakers' events will enable members to meet and learn from top writers in Virginia. Networking with bestselling authors is a bonus/

Website Build Out:

Establish a subsite for the anniversary. In it we will have all of our activities (which will also be posted as events on the home page), a gallery of pictures of our honorary members, a gallery of pictures of our keynote speakers (both annual meetings and symposium), and instructions for distributing the anthology.

Marketing Swag:

Each member of VWC will receive a copy of the anthology as part of their membership. New members will also receive copies when they join. Chapters will be encouraged to buy additional copies at cost to sell at their various promotional events.

Other swag as suggested.

Communications:

Establish a process for creating common press releases for each chapter to send to local newspapers, television shows, and radio shows where coverage might be available.

Establish a communications program where promotional materials flow to the chapters for dissemination. Ask each chapter to identify a point person to receive promotional materials and press releases. Ask each chapter to forward press releases to local newspapers and track coverage.

Budget:

We need to secure a grant to pay for the centennial. The centennial committee will prepare a separate budget for these activities, which will address costs for publishing and distributing the anthology, speakers' honoraria, and other expenses yet to be determined.

Committee Support

1. Executive Editor
2. Grant writer
3. Communications committee
 - a. PR manager
 - b. Website manager
 - c. Correspondence secretary for the membership
 - d. Chapter liaison officers to assist in communication
4. Screening committee to read the submissions and vet them for acceptance.
 - a. Poetry committee
 - b. Non-fiction committee
 - c. Fiction committee
5. Editorial committee to read the selected contributions and edit them as necessary.
 - a. Poetry committee
 - b. Non-fiction committee
 - c. Fiction committee
6. Production committee
 - a. Determine if we want to use a professional publisher or DIY
 - b. If DIY
 - i. Format and prepare the content for publication
 - ii. Select a cover
 - iii. Manage the CreateSpace process
7. Distribution committee
 - a. Mail out the finished anthologies to each member
 - b. Offer discounts to members to purchase additional copies as gifts
 - c. Offer bulk shipments to chapters to sell at local book fairs
 - d. Manage, order and distribute additional swag as needed