Airstream Club International Policy Document

Marketing National Event Rallies with ACI HQ

The Airstream Club International Communications team consists of the Marketing & Communications Manager and the Blue Beret Editor. This team is responsible for the following communications channels:

- All Member Emails
- ACI Social Media channels
- Blue Beret print magazine
- Blue Bulletin – blog & e-newsletter

The National Event Rallies chair is encouraged to work with the ACI Communications team to market NERs to all ACI club members. This document details how to work with the ACI Communications team to efficiently and effectively market events to ACI members.

Prior to submitting an NER to the ACI Communications team for marketing, NERs must have a completed and approved NER application on file with info@airstreamclub.org. The NER must also be published on AirstreamClub.org in the events listing with the minimum information:

- Event dates
- Registration details (even if it's just the date when registration will open)
- Event host details (name, email)

This will provide the Communications team a place to link any communications back to.

All Member Emails

To create a balanced communications schedule and not overwhelm members with emails, the ACI Communications team has created an annual calendar with equally distributed messaging opportunities for NERs, caravans and other events. The ACI Communications team will create and distribute a quarterly dedicated NER email with content provided by the NER chair. NER emails will be sent in the following months:

- March
- June
- September
- December

The exact date of the email will be at the discretion of the Marketing & Communications Manager, based on the current calendar of communications.

The NER chair should provide the following content for each NER to be featured in the email:

- NER Name
- NER Location

- NER Dates
- Brief Description of the NER
- Host Name and Email
- Link on the ACI website for the NER
- Any pertinent messaging that should be called out
- Photos, logos or other imagery

Content Tips:

- Content should be concise – the email in total shouldn't be more than 700 words. Pick a featured NER for a longer description and then just list other NERs with quick details and links.
- If there are no NERs that need urgent registrations, consider a wrap-up of a recent event to entice future registrations.

There may be instances where an all member email is requested in between the scheduled quarterly emails. These requests will be handled on a case-by-case basis and should only be requested in case of emergency (e.g. registration deadline is approaching and lack of registrations may cause the event to be cancelled, etc.). Remember, there are other channels available, including social media, the Blue Bulletin, etc. where messaging can be pushed to all members outside of a dedicated email. Members receive many emails from the club and to maintain a healthy email opt-in list and our members' attention, it's important to not inundate them with emails.

ACI Social Media Channels

The ACI Communications team maintains the following social media channels:

- Facebook
- Instagram
- Threads
- Twitter (X)
- LinkedIn
- YouTube

NERs are encouraged to share photos and details about their events with the ACI Communications team so that they can be highlighted on the ACI social media channels. If NERs have their own event, group, or page on Facebook, please invite the ACI Facebook Page to follow the event. This will help the Communications team see your updates and share them throughout the year.

The ACI Communications team can post dedicated updates on the ACI channels on the rally's behalf, including:

- Registration details including open dates/times/links
- New NER spotlights – details about a new NER, with links to the ACI website NER page, tags to social pages, etc.
- Special NER related announcements (openings, deadlines, etc.)

To request a social media post, please provide the following:

- NER Name
- NER Location
- NER Dates
- Brief Description of the NER
- Host name
- Link on the ACI Website for the NER
- Pertinent messaging that should be called out (Registration is open, coming soon, etc.)
- Social links/tags (if there is already a FB group/event/page, etc.)
- Photos, logos or other imagery

Since social media is public facing, host contact information is best left on the ACI website, where it is protected.

The Marketing & Communications Manager will schedule the social media posts at their discretion, taking into account the existing communications calendar. Please allow 2-3 business days for the posts to be created and scheduled.

Blue Beret Print Magazine

Blue Beret is published in the following months:

- February
- May
- August
- November

In each issue, the Blue Beret includes a list of all events happening throughout the club. The National Event Rallies are listed first in the event section. Each listing includes:

- NER Name
- NER Location
- NER Dates
- Brief Description of the NER
- Host Name and Email

Listings for the magazine should be provided to the Blue Beret editor 30 days before the publication date for each issue.

NERs can also be featured in the magazine by providing articles. Articles should be no more than 1500 words in length and include photos/imagery/logos. Article topics could include:

- NER wrap-up: highlights from a recent NER and information about future registration
- How to get involved in NERs – from planning to forming a new NER

In general, articles should refer to NER listing on AirstreamClub.org to register. We want to encourage members to visit AirstreamClub.org event listings to register. By having one location for registration information the club should be able to minimize errors and misinformation during the registration process.

NERs may also purchase advertising space in the Blue Beret. NERs will receive special "club" rates on any advertising purchased. The NER chair will work with the Blue Beret editor on advertising placements.

Blue Bulletin – Blog & e-Newsletter

The Blue Bulletin is sent to ACI Members on the first of the following months:

- January
- March
- April
- June
- July
- September
- October
- December

NERs are welcome to submit articles for the ACI Blog which can be promoted in the Blue Bulletin.

Content Tips:

- Blog articles should be no more than 1500 words in length.
- Consider writing a separate paragraph that can be included in the e-newsletter and link to your blog article. This will help entice recipients to click through to read the article.
- Blog articles must contain photos/logos/imagery. *Blog articles will NOT be published without at least one accompanying photo.*
- Consider submitting blog articles on months that don't also contain a quarterly NER email. This will help spread your messaging out throughout the year.

Sample NER Marketing Campaign

Below is a sample schedule for an NER provided to help plan a successful marketing campaign:

December:

- New Sample NER information is sent to info@airstreamclub.org for approval. The Sample NER is approved. Registration will go live in February. Event is being held in September.
- NER is posted on AirstreamClub.org with description, host information, registration timeline.
- Blog article submitted to Blue Beret editor for January 1st Blue Bulletin.
- Marketing and Communications Manager contacted about social media post.

January:

- Blue Bulletin emails with new NER details on January 1st

- Social Media announcement posted about the new NER, links to the blog post
- Article submitted to Blue Beret editor about new NER for Blue Beret Magazine

February:

- Registration goes live – NER updates their AirstreamClub.org listing with the registration link. Marketing & Communications Manager posts social media announcement about registration
- Blue Beret sent to members

March:

- Quarterly NER email content sent to Marketing & Communications Manager by first Friday of the month
- Quarterly NER email sent to all ACI members mid-month

May

- Social media post requested to boost registration
- Social media announcement posted linking to registration

June:

- Sample NER sells out. Update sent along with other quarterly NER email content to Marketing & Communications Manager by first Friday of the month
- Quarterly NER email sent to all ACI members mid-month

September:

- Quarterly NER email content sent to Marketing & Communications Manager by first Friday of the month
- Quarterly NER email sent to all ACI members mid-month
- Sample NER takes place

October:

- Wrap-up for Sample NER written and submitted with photos to Blue Beret Editor for November Blue Beret