

CR-2D Marketing Committee Report - Nedra

Jaguar Clubs of North America

ANNUAL GENERAL MEETING, VALLEY FORGE, PA

APRIL 24-27, 2025

JCNA MARKETING COMMITTEE

Serving as Chairman of the JCNA Marketing Committee, Les Hamilton achieved the following accomplishments during his tenure in 2024:

Created a revised Marketing Mission Statement:

1. Update and promote the JCNA brand by defining JCNA's personality for existing members, prospective members, affiliate clubs, vendors, partners, and sponsors.
2. Identify segments of potential new members and methods to reach and attract new members.
3. Identify potential partners and initiatives that enhance and promote the JCNA value proposition to members and prospective members.
4. Establish quality and content standards for JCNA advertising assets and maintain a library of such for use by JCNA and Affiliate Clubs.

Direct Mail Recruitment Initiative

Les Hamilton lead a small project team that developed a pilot program of recruitment using a third-party mailing list. With approval of the JCNA Board of Directors, a trial of 1,000 mailing pieces were mailed on February 6, 2024.

Created a Library of JCNA Assets

JCNA Logo
JCNA QR codes
 Facebook Page QR Code
 JCNA Facebook Member Group QR Code
 JCNA YouTube Channel QR Code
 JCNA Instagram Feed
 Letterhead - Position, Fonts, Logo

Cards

Business Cards
Member Recruitment Card

Brochures

Tri-fold Recruiting Brochure listing JCNA Benefits, updated June 2024

Posters and Banners designed to be printed as

JCNA Activities – collage of images showing club activities – 2 ft wide by 3 ft. high
Hanging banner, updated June 2024
JCNA Club Logos – Map showing JCNA regions and a collage of all 58 Club logos – updated June 2024
Promotional Video – 3-minute video showing JCNA locations and activities

Provided JCNA Marketing Material to Delaware Valley Jaguar Club Concours d'Elegance

Two posters
250 Jaguar Journals
350 JCNA Recruitment Tri-fold Recruiting Brochures

Respectfully Submitted

Nedra Rummell

JCNA W Regional Director & Membership Committee Chair