

**GREEK ORTHODOX LADIES PHILOPTOCHOS SOCIETY, INC.
NATIONAL COMMITTEE REPORT
FRIDAY, NOVEMBER 10, 2023 – HOUSTON, TX
NATIONAL PHILOPTOCHOS BOARD MEETING**



Public Relations & Communications Committee

Co-Chairs: Valine Georgeson, Cynthia Kezos

Committee Members: Hellena Chrones, Despina Denne, Arlene Siavelis Kehl, Arianna Ranahosseini, Chrissy Zografos

October 31, 2023

The Public Relations (P.R.) and Communications Committee of the National Philoptochos Board is a very active committee with responsibilities and deadlines of twelve months a year.

The P.R. Committee works closely with the National Philoptochos Office Director, Amy Kalogeropoulos, and the Marketing & Communications Associate Katherine (Katie) Clark. The P.R. Committee plays a crucial role in keeping the National Philoptochos membership informed and aware of various important matters, including organization news, natural catastrophes, and world hardships that can impact the organization's mission and philanthropic outreach.

Effective communication is incredibly important in an organization like ours, whose membership is scattered across 50 states.

The Philoptochos Newsletter, "The Philanthropy Witness" (PW), is a monthly publication delivered to our members via email and social media. It includes exciting content, including National, Metropolis, and Chapter announcements, updates, photographs, and inspiring stories from various corners of the country. Our dedicated chapters play an integral role by contributing articles about their diverse range of activities, fundraisers, community outreach initiatives, membership drives, and much more.

Philoptochos has developed a strong and vibrant social media presence on Facebook, Instagram, Linked In, and Twitter. Our social media outreach has grown by over 400%!

The P.R. Committee has undertaken the task of identifying resources available to assist in the development of a mobile application that our membership will use. The goal is to have the mobile application available in early 2024 and a valuable resource for our attendees at the 2024 Philoptochos Biennial Convention.

Protecting the Philoptochos logo through trademark and copyright registration is necessary to prevent others from using it without permission. We initiated discussions with a consultant to assist us through the application process.

Faithfully in Christ,
Valine Georgeson and Cynthia Kezos
P.R. and Communications Committee Co-Chairs