

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



Philoptochos Shoppe

Chairperson: Andrea Feles-Katsimbaris

Committee Members: Hellena Chrones (Chicago) Cindy Crosson (Detroit) Vickie Demos (SF)
Mari Lou Diamond (SF) Marilyn Jemas (Chicago) Diana Jianas (SF)

Report Date: October 29, 2023

Update on the progress of the shop since May 2023

Current Items:

- An inventory was taken on our current mix of items. We feel some items will need to be sold through and discontinued, while other items can be reordered.
- The National Philoptochos cross in gold was reordered along with a new ring. The order minimum was so high that it made sense to order another item (the ring) as a test to see how it would sell.
- The inventory on most of the other stocked jewelry items is at normal levels, with the exception of the St Nicholas Shrine charm, which we have an abundance of. Ideas are welcome on a “sell-through” plan for this charm.
- Other items with a large amount of inventory include bookmarks, Face of Philoptochos buttons, note cards, and tote bags.
- Email campaigns will be developed to help move the products.
- Note: bulk discounts have been made on some items, but we will not sell inventory below cost.

Philoptochos Shoppe New Concept/CMF Houston

- Customcast has been set up, and designs have been in the works since this summer.
- We have proposed some different designs, and we are working through the edits. Our aim is to develop 2-3 logos based on the current Philoptochos logos and streamline them so we can use them on different items. This process takes a bit of time, but once perfected, we should be able to move forward quickly.
- For the holidays, we are hoping to roll out the 3 new designs (see picture).
- We will also look for volunteers to model these items for social media posts.
- For the holidays, a small wallet with the Philoptochos logo that sticks to the back of cell phones has been purchased and will be brought to the CMF.
- A small number of items (including charms and pins) will be brought to the CMF for purchase. Additional items are available for order on our website.

The Future

1. New Items

- We will continuously roll out new items to the Shoppe using Customcat.
- We will monitor sales quarterly to ensure that this working and/or the quality of the items is where we want it to be.
- We will work hard to develop a few more items for the Christmas holiday.

2. Pre-order Items

If there is interest, we could create a “special item” for the events (i.e., the National Philotochos convention). These items would be pre-ordered and paid for at the time of registration or when a ticket is purchased and picked up at the event. This concept would serve as a guide on what to order.

3. Social Media, Websites and Emails

- Create a merchandise campaign in which we have our Philotochos members model items, and we post them to our Facebook and Instagram pages.
- Have all Metropolis and/or chapter Philotochos websites link to our Shoppe.
- Create some fun emails to promote Shoppe items (ex/ Mother’s Day, outgoing president’s gift ideas, Christmas).

