



Indiana Extension Homemakers Association

Logo Sales

Plan of Action

OBJECTIVE: Promote Indiana Extension Homemakers Association

GOAL: To provide good quality and reasonably priced logo items and encourage the use of these items by IEHA members.

Suggestions for promoting IEHA with our Logo items:

- ❖ Encourage county organizations to have IEHA information areas at county fairs and special events.
- ❖ Regularly use and wear Logo items in your local areas and communities. i.e.: Clothing, pins, jewelry
- ❖ Take advantage of every opportunity to promote IEHA. i.e.: Area, district, state meetings and events
- ❖ Provide promotional brochures and publications. Provide a list of available Logo items.
- ❖ Logo order forms and inventory sheets are available in the President's Blue Book and on the IEHA website.

Suggestions for the Logo Committee to manage Logo sales:

- ❖ Keep order forms and inventory sheets up to date.
- ❖ Provide the updated forms for President's Blue Books and the website.
- ❖ Consider estimated sales, costs and quantities when considering all new items.
- ❖ Regularly review quantities and cost of current stock before reordering.
- ❖ Keep the number of items in the DR totes at a manageable amount.

Logo Committee Chair

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