



# MARKETING PLAN

(Approved by PAPPA Board, December 6, 2016)

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## A. MARKETING GOAL:

1. Promote the value that the Pennsylvania Public Purchasing Association (PAPPA) provides to its members and other purchasing professions.
2. PAPPA will use the following methods to communicate to its members, PAPPA website, specific topic related emails, The PAPPA NewsFlash and various social media outlets such as Facebook, Twitter and LinkedIn.

## B. MISSION STATEMENT:

1. Promote the membership benefits and volunteering opportunities of PAPPA to both members and the purchasing profession through the use of social media, PAPPA website, emails, professional development, events/conferences, and promotional items.

## C. TARGET AUDIENCE:

1. PAPPA Members, NIGP National members in Pennsylvania not currently involved with PAPPA, and other procurement professionals that are employed by governmental agencies.

## D. PROMOTIONAL PLAN:

### 1. Membership:

Membership in the Pennsylvania Public Purchasing Association (PAPPA) provides public sector professionals the opportunity to improve their effectiveness in the field of procurement. PAPPA membership opens networking doors and skill improvement opportunities that may not be available to non-members.

- a. Benefits of being a member
  - i. Networking
  - ii. Professional Development
  - iii. Legislative Support
  - iv. Conferences/Events
  - v. Scholarships and Awards
  - vi. The PAPPA NewsFlash
  - vii. Low Annual Dues



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## 2. Networking:

- a. The resources of more than 30 public entities, represented by over 60 PAPPA members, can easily be accessed to solve procurement related problems, initiate new concepts, and save time and money. Network with other members at educational offerings, and Area 2 conferences.

## 3. Professional Development:

- a. Seminars sponsored by PAPPA, in conjunction with NIGP, are offered to promote national certification requirements and address other procurement concerns.
- b. These classes are promoted to internal membership via; Membership-wide email blasts, Targeted emails and The PAPPA NewsFlash articles. External (non-members) via; utilizing social media presence, posts on LinkedIn to procurement professional groups, PAPPA website, and emails/calls to other Professional Associations that are relevant to the topic.
- c. Further information about the available educational courses through PAPPA can be found on the website <http://pappainc.org/Education>.

## 4. Legislative Support:

- a. Each year, the Legislative Committee tracks a number of bills through the General Assembly, advising the PAPPA Board of Directors and informing members of those bills enacted into law.
- b. Further information on Legislative support is available on the PAPPA website [https://pappainc.starchapter.com/content.php?page=Legislative\\_Reports](https://pappainc.starchapter.com/content.php?page=Legislative_Reports).

## 5. Regionals Conferences/Events:

- a. Reverse Tradeshow  
Every other year, PAPPA hosts a Reverse Tradeshow at various locations throughout the state. The Reverse Tradeshow is held to allow vendors to meet with Purchasing Officials.
- b. Regional Conference



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PAPPA markets the Area 2 Conference to its membership each year. The Area 2 Conference rotates locations each year and is hosted by a Chapter in Area 2. Details are available through:



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- i. PAPPA website,
- ii. eblast to members
- iii. The PAPPA NewsFlash
- iv. Social Media (Facebook, Twitter and LinkedIn)
- v. Other organization websites, such as Area 2 Chapters, NIGP, etc.

## 6. Scholarships and Awards:

- a. PAPPA offers scholarships each year to help members wishing to expand their knowledge of public procurement through education and certifications.

Details for each scholarship are available on the PAPPA website  
[http://pappainc.org/Scholarships\\_Awards](http://pappainc.org/Scholarships_Awards)

- b. Each year PAPPA offers the following award to the membership:

- i. Professional Buyer of the Year
- ii. Professional Manager of the Year
- iii. PAPPA Achievement Award
- iv. PAPPA Membership Recognition Award

Details for each scholarship are available on the PAPPA website  
[http://pappainc.org/Scholarships\\_Awards](http://pappainc.org/Scholarships_Awards)

## 7. The PAPPA NewsFlash Newsletter:

- a. PAPPA's quarterly newsletter keeps members abreast of procurement legislation, educational opportunities, employment offerings, and other information that is pertinent to the public purchasing profession. The PAPPA NewsFlash is posted through:

- i. PAPPA website,
- ii. eblast to members
- iii. Social Media via Facebook
- iv. NIGP website

## 8. Low Annual Dues:

- a. Annual membership dues are \$20.00 with a \$5.00 discount for those members who are also NIGP members. This allows members discounted rates for education opportunities, conferences and events.



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## 9. Promotional Items:

- a. The PAPP Marketing Committee is looking to begin offering promotional items to the membership in 2017. The items could include travel mugs, portfolios and shirts. All items will be sold online and will allow the membership to purchase the items at a time that is convenient for them.

## 10. Volunteering/Committees

- a. PAPP has many opportunities for the members to volunteer their leadership, expertise and talent in working together to develop, support, and promote the Public Procurement Profession. There are several ways to volunteer your time from serving on the board, being on a committee, helping at an event or working on a special project. While volunteering your time you can get re-certification points for UPPCC certifications. PAPP also provides volunteers serving on PAPP Committees with a \$200.00 education voucher, and \$400.00 for serving as the Chairperson of a PAPP Committee. The Committees and benefits of joining are as follows:
  - i. Professional Development Committee - Offers continuing educational opportunities through the sponsorship of NIGP courses to the membership of PAPP.
  - ii. Legislative Committee - Provides PAPP members with updates of current and pending legislation effecting public purchasing in the Commonwealth of Pennsylvania. In addition, the Committee seeks to develop partnerships with other organizations whose purpose is to protect and promote the exercise of responsible governmental practices.
  - iii. Membership Committee - Promotes PAPP through continued effort to secure new members and retain existing members.
  - iv. Marketing Committee - Provides PAPP membership with effective dissemination of information regarding special events, individual and collective professional achievements, and educational and professional development opportunities.
  - v. Website Committee - Monitors and updates the PAPP website.
  - vi. Awards/Scholarships – Development and administration of procedures and criteria for the awards/scholarship submissions.
  - vii. Operations Guide – Provides oversight and updates to all the official documents of chapter including the history of the chapter and library information.



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Further details about each committee are available in the PAPPA Operations Guide, which is located on the website at [http://pappainc.org/2010\\_Operations\\_Guide](http://pappainc.org/2010_Operations_Guide).

- b. Benefits of volunteering with PAPPA:
  - i. Enhances your professional development.
  - ii. Networking with colleagues.
  - iii. Opportunity to strengthen the PAPPA organization.
  - iv. Assist in certification and recertification points for UPPCC .
  - v. Receive monetary educational vouchers for volunteering.

Other volunteer opportunities are described in the PAPPA Operations Guide, which is located on the website at [http://pappainc.org/2010\\_Operations\\_Guide](http://pappainc.org/2010_Operations_Guide).