



Communications & Marketing

Expand awareness of ARCS Foundation to stakeholders and the communities at large. We continually share the ways ARCS is advancing science.



Communications and Marketing



- Monthly newsletter, we want your content
- Social media, 3x a week with special campaigns
- Press releases, sharing major news like the Hall of Fame inductee, Danaher support and donation from the Silver Foundation
- National website is being updated, better organization, easier to find content, this is ongoing. IS helps with chapter websites
- Annual Report available for all members and potential donors
- Every chapter and committee has a role: contribute impact stories, keep our branding consistent, read and share content
- Professional assistance from ASG

