



## Marketing Plan

1. Set Goals
  - a. Public awareness
  - b. Funding
  - c. Mentors
2. Assign one person to coordinate/oversee efforts
3. Get Board (Council) on board – provide information
  - a. Elicit approval
  - b. Allow Board members to become active marketers soliciting mentors and/or donors
4. Create marketing material
  - a. Flyers
  - b. Brochures
  - c. Press releases
  - d. Short bulletins suitable for newsletters  
Religious organizations, civic associations, companies
  - e. Draft introductory letter
  - f. Compile material into packet
5. Make assignments
  - a. Group 1 – schools, libraries
  - b. Group 2 – Chamber of Commerce, Rotary, Kiwanis, etc.
  - c. Group 3 – religious organizations
  - d. Group 4 – civic associations, women’s clubs
  - e. Group 5 – police, fire dept., municipal officials
  - f. Group 6 – companies – larger
6. Report results to marketing coordinator
  - a. Interim
  - b. Problems
  - c. Follow-up needed