

MARKETING AND PROMOTING YOUR PROJECT

Marketing is how you spread the word about your project to the people you most want to connect with. It's the activities and steps businesses use to communicate the value of their products or services to their customers and the wider society. It's also how non-profits connect the mission and benefits of their particular social cause with donors who are eager to support them.

Before you start marketing your project, you and your team should discuss and agree on the following details. Knowing these details will help you decide where to market, how to market, and what to include in your communications and materials.

▶ **Goals and Objectives**

What do you hope to accomplish with your marketing efforts? Do you want people to donate money? Time? Attend an event? Are you trying to educate them about your social issue? Knowing these details will help you determine how you want to market and what details you need to share.

▶ **Target Audience**

Your target audience is the group (or groups) of people you most want to connect with through your marketing. These are the people you want to attend your event or make donations, etc. When you think about your target audience (and remember, you

may have multiple audience groups), ask yourself what you know about them. Are they teens, parents with teens, teens with younger siblings, etc.? Where do they hang out? What would make them want to support your project?

MARKETING STRATEGIES AND ACTIVITIES

What activities or strategies will you use to market your project? You have several options to choose from, but you'll want something that fits with your goals/objectives and works for the audience you're trying to reach. Examples include:

- ▶ Flyers and posters
- ▶ Community and Club presentations
- ▶ Radio/TV/newspaper advertisements
- ▶ Social media (Facebook/Twitter)

