

## Checklist #3: Develop Your Marketing Approach

	<b>NOTES:</b>
<input type="checkbox"/> Decide who your target audiences are and why? <ul style="list-style-type: none"> <li>– Donors</li> <li>– Potential clients</li> <li>– Referral sources</li> <li>– Potential volunteers</li> <li>– Important people</li> </ul>	
<input type="checkbox"/> Write down the specific methods you will use to get the word out that your nonprofit exists and is providing services <ul style="list-style-type: none"> <li>– Brochures</li> <li>– Flyers</li> <li>– Articles</li> <li>– Speaking engagements</li> <li>– Bulletin board postings</li> <li>– Announcements at community organization meetings</li> </ul>	
<input type="checkbox"/> Build relationships with other nonprofits, community leaders, and others interested in your mission.	
<input type="checkbox"/> Get articles into the local newspapers about your nonprofit	
<input type="checkbox"/> Make it easy for people to contact you – phone, email, website	