

Marketing

How to Market Your Venture

The goal of marketing is to raise awareness of your Venture and your Venture's activities. Raising awareness will help your Venture recruit more volunteers and increase community involvement in and support for your Venture. This is especially important if you are selling a product or service or if you want high attendance at events. Use the following chart to map out your marketing strategy.

Who is your primary target?	What message do you want to reach your target?
How will you reach this target?	How will your Venture stand out from the crowd?
What practices or ideas will you avoid?	How can you market inexpensively or for free?
Who on your Venture Team is responsible for marketing?	How will you know your marketing efforts have been successful?