



# Marketing

## Introduction

The purpose of this session is to develop alignment between marketing and prospective member motivations, develop channels for communicating value to prospective members, and identify tools and resources for marketing.

## Overview

First, club officers will select a member goal from the 2020 Member Goals report and then outline how their club, directly and indirectly, supports members in achieving that goal. Then, they will select a member persona from the 2020 Member Personas Report. Then, they will identify how they can communicate with prospective members that fit that persona and demonstrate they can help them achieve the primary goal. Finally, they will participate in a discussion on tools and resources that clubs can use for marketing.

In this session, facilitators discuss the following topics:

- Effective Messages
- “Speaking” to Prospective Members
- Tools and Resources

## Objectives

After completing this session, club officers will be able to do the following:

- Align marketing with prospective member goals
- Develop strategies for compelling communication with prospective members
- Identify resources available for club marketing

By meeting these objectives, club officers will be able to effectively demonstrate, through marketing, the value of joining their club to prospective members.

## Materials

- PowerPoint
- Session Workbook PDF

## Time

- 1 hour and 40 minutes

## Facilitated Session

(100 minutes)

In this session, Facilitators address the following topics:

- Effective Marketing
- Engaging Prospective Members
- Tools and Resources

## Sequence

- Introduction (5 minutes)
  - Whole Room Discussion slides (up to 1 minute)
- Effective Messaging (35 minutes)
  - Title Slide (up to 2 minutes)
  - Breakout Room Activity (up to 28 minutes)
  - Chat slide (up to 2 minutes)
  - Review slide (up to 3 minutes)
- “Speaking” to Prospective Members (40 minutes)
  - Title Slide (up to 2 minutes)
  - Breakout Room Activity (up to 23 minutes)
  - Whole Room Discussion slide (up to 12 minutes)
  - Review slide (up to 3 minutes)
- Tools and Resources (10 minutes)
  - Title Slide (up to 1 minute)
  - Whole Room Discussion slide (up to 8 minutes)
  - Review slide (up to 1 minute)
- Conclusion and Assessment (10 minutes)
  - Conclusion Slide (up to 4 minutes)
  - Assessment Slide (5 minutes)
  - What’s Next Slide (up to 1 minute)

## Facilitated Session

(60 minutes)

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- Tools and Resources

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  - Title Slide (up to 2 minutes)
  - Breakout Room Activity (up to 28 minutes)
  - Chat slide (up to 2 minutes)
  - Review slide (up to 3 minutes)
- Tools and Resources (10 minutes)
  - Title Slide (up to 1 minute)
  - Whole Room Discussion slide (up to 8 minutes)
  - Review slide (up to 1 minute)
- Conclusion and Assessment (10 minutes)
  - Conclusion Slide (up to 4 minutes)
  - Assessment Slide (5 minutes)
  - What's Next Slide (up to 1 minute)

## Facilitated Session

(65 minutes)

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- Effective Marketing
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## Sequence

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  - Conclusion Slide (up to 4 minutes)
  - Assessment Slide (5 minutes)
  - What’s Next Slide (up to 1 minute)