

Checklist #3: Develop Your Marketing Approach

	NOTES:
<input type="checkbox"/> Decide who your target audiences are and why? <ul style="list-style-type: none"> - Donors - Potential clients - Referral sources - Potential volunteers - Important people 	
<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"> - Brochures - Flyers - Articles - Speaking engagements - Bulletin board postings - Announcements at community organization meetings 	
<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	