



# MARKETING INITIATIVES

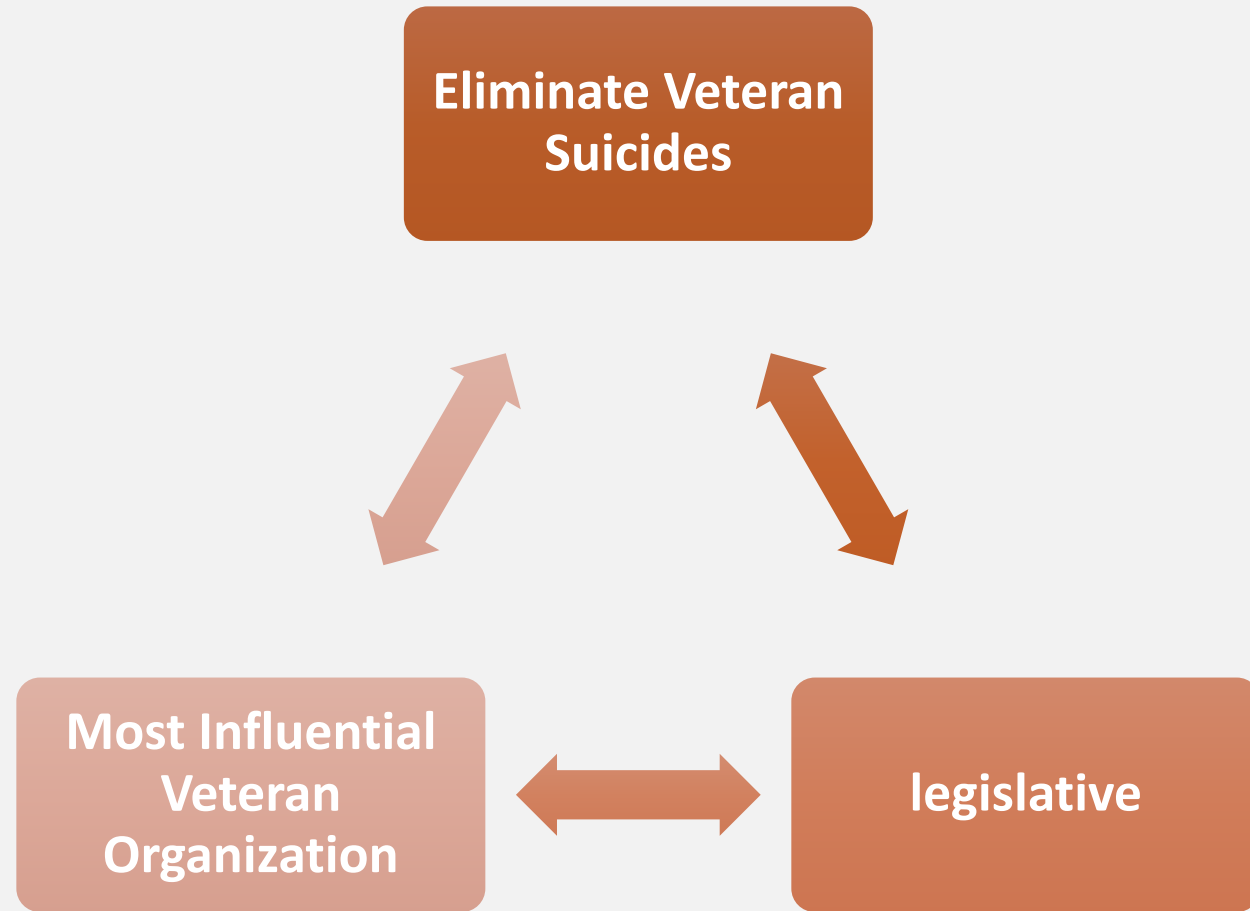
DARRIN ALDERSON

## AGENDA

- WHAT IS MARKETING
- WHAT MAKES THE AMERICAN LEGION ATTRACTIVE
- UNDERSTAND WHERE WE ARE IN THE TRANSITION
- HOW TO DEVELOP RELATIONSHIP SPONSORS
- HOW TO COMMUNICATE OUR MESSAGE
- BEING PRESENT IN THE COMMUNITY
- WHAT DOES YOUR POST TO MAKE IT SUCCESSFUL
- WHAT MAKES YOUR DISTRICT SUCCESSFUL

- WHAT IS MARKETING
  - Marketing encompasses all activities a company undertakes to promote its products or services, aiming to attract members, build brand awareness, and ultimately drive awareness, encompassing everything from advertising to customer relationship management.

## Goals



BE **THE**  
ONE

- WHAT IS MARKETING
- THE AMERICAN LEGION OF IOWA

What does the American Legion of Iowa have to offer veterans?

What programs does the American legion have.

How does your District promote the American legion ?



# Marketing Initiative

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A marketing initiative is a specific, focused effort or project within a broader marketing strategy, designed to achieve particular business goals.

- How do we communicate our message
- Hold public events

Flag exchange

5K Run Walk

Public Parades



## Goal Setting

- Understand your District
- How Many post in your District
- What Post have Supporting programs ( SAL, Riders)
- What has made your District successful.

Make your goals visible to your audience

## District Goals

- Closing Remarks
- Having goals are okay
- Promote your vision