

PROGRAM ON A PAGE (or two)

WHAT IS MARKETING?

Marketing can be defined as the designing and execution of a plan to create and maintain relationships that will satisfy individual and organizational objectives. In our case, the individual may be a prospective member, a member, or a member of the public. Our AAUW objectives may be to expand membership, to increase our members' participation in branch activities or to inform the public of the mission and activities of AAUW.

Before developing a marketing plan, you must determine your target market. Are you trying to encourage your members to attend more meetings? Do you want to entice the public to support your book sale or other fundraisers? Do you see a new opportunity in recruiting recent graduates of your community college to join AAUW? Maybe you want to ask your legislators to support the AAUW public policy.

Marketing is often based on the four "P's": product, promotion, place and price.

Product Your product is AAUW and its mission to "advance equity for women and girls through advocacy, education and research." The programs you provide to members and the public are also a **product** as are your book sale and local home tour. Prospective members must recognize the benefits of AAUW membership.

Promotion is often what people think of when they think of marketing, but it is really just one facet. Brochures, press releases, publicity, letters to the editors are all promotional items. "Fresh Faces of AAUW" is a great promotion tool. Your branch bulletin and website can reach both members and non-members.

Place entails where your promotion will be most effective. Which local newspapers will reach the most members of your target market? Will your local cable channel air the Fresh Faces video? Is the women's center at the college another possibility? Besides the library, where can you leave your brochures? Place is also important in planning your meetings and fundraisers. Are the locations convenient and handicapped accessible?

Price is often something over which you may have less control. Dues are set, but you can consider price when planning meetings or fundraisers. Also, in our busy lives, time is one of our most precious commodities. What kind of a time commitment are you expecting from your members? You must convince them that they will receive value for the money and time invested. Sell the benefits of belonging to AAUW and your branch.

Marketing involves a wide range of activities and is not the responsibility of just the communications committee. The concept of marketing involves all members of your branch whether it is the membership, program, public policy or book sale committee. It

is your function as communications chair to help coordinate the promotion of all branch activities. However, marketing is everyone's job!