Effective Marketing, Successful Fundraising

Session 1: Brand, Team Building
   Building a Common Vocabulary
   Marketing/Development is a Team Sport
   Building/Strengthening the Team

Session 2: ABCs of Marketing
   All About the Customer
   Build the Brand
   Combining Art and Science
   Case Study: Southwest Airlines
   Case Study: Lilly Family School of Philanthropy

Session 3: Marketing Campaigns Part 1
   Marketing Campaign Components
   Sample Marketing Campaigns
   Developing Your Marketing Campaign Activity

Session 4: Marketing Campaign Part 2
   Developing Your Marketing Campaign Activity Cont.
   Pitching Your Marketing Campaign
   Action Planning & Next Steps