



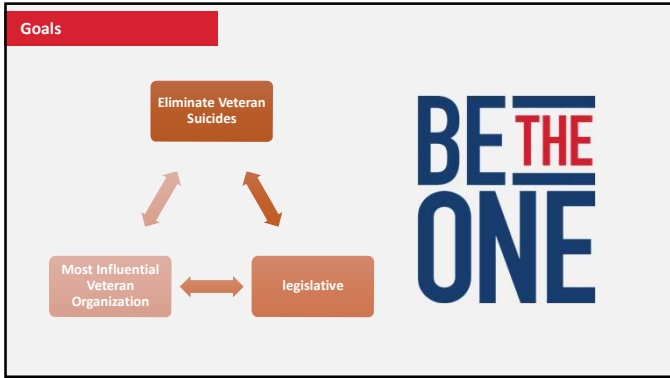
1



2



3



4

MARKETING

- 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 ?

5

The slide features the American Legion logo on the left, which includes a stylized American flag and the text 'AMERICAN LEGION'. On the right, there is a red rectangular box containing the text 'Marketing Initiative' and 'DARRIN ALDERSON' below it.

6

MARKETING

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

7

MARKETING

- How do we communicate our message
- Hold public events
 - Flag exchange
 - 5K Run Walk
 - Public Parades

8

MARKETING

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

9

MARKETING

District Goals

10

MARKETING

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

11
