

1

AGENDA

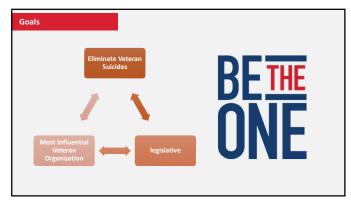
- WHAT IS MARKETING
- WHAT MAKES THE AMERICAN LEGION ATTRACTIVE
- UNDERSTAND WHERE WE ARE IN THE TRANSITION
- HOW TO DEVOLEP RELATIONSHIP SPONSORS
- HOW TO COMMUNICATE OUR MESSAGE
- BEING PRESENT IN THE COMMUNITY
- WHAT DOES YOUR POST TO MAKE IT SUCCESSFULL
- WHAT MAKES YOUR DISTRICT SUCCESSFULL

2

MARKETING

- 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.

3



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



6

MARKETING	
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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.	
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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 Miles Post have Supporting programs (SAL Bidge)	
What Post have Supporting programs (SAL, Riders)	
What has made your District successful.	
Make your goals visible to your audience	-
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MARKETING	
District Goals	
10	
MARKETING	
Closing Remarks	-
Having goals are okay	
Promote your vision	

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