

# Marketing Assets

## Supporter Contacts

Reach out to these people directly.

- Email List/Subscribers
- Past Donors
- Mailing List
- Facebook/Twitter/Instagram Followers

## Your Team

What can they do to support the cause?

These can be perfect candidates for supporters and peer-to-peer fundraisers.

- Staff
- Volunteers
- Board Members

## Your Organization's Sphere of Influence

Who can you target for support/donations?

Also good candidates for supporters or peer-to-peer fundraisers.

- Partner Organizations
- Strategic Alliances
- Sponsor Organizations

## Your Team's Sphere of Influence

Who can they ask for support/donations? These are good candidates for supporters or peer-to-peer fundraisers too.

- Friends & Family
- Professional Organizations
- Rotary Group
- Church
- Gym
- Employers

## Location Resources

- Shared Building Spaces - Ask your neighbors for support
- Signage - Add to or print special signs to promote CoMoGives
- Window/Display Space - Make a CoMoGives Display
- Sidewalks - Get permission from your landlord or businesses nearby to chalk around your location

## Already Existing Marketing Materials

- Previously Designed Ads - Repurpose whatever you can to save time
- Photos - Use in social media
- Testimonials - Include in social media
- Quotes - Post on social media
- General purpose brochures - Add an insert for CoMoGives to any materials distributed in November & December, also add these materials to the Giving Guides you distribute
- Your newsletter
- Annual events you host in December or the previous two months - Promote CoMoGives and ask attendees to sign up for email lists and/or follow via social media