

THE 4 P'S OF MARKETING

WHAT'S SO IMPORTANT ABOUT MARKETING, ANYWAY?

Do you have a product or service that you're just sure the community is going to love? Great! Now you need to transfer your passion for your fundraising idea to the people who will become your donors. This is the essence of marketing: making your product or service attractive to the right people through pricing it correctly, putting it in the right places, and promoting it effectively. Did you notice something? We just found 4 P's. These are the 4 P's of marketing, and now it's time to determine the 4 P's of your own marketing mix.

MY 4 P'S OF MARKETING

PRODUCT OR SERVICE

What are you going to sell? Is it a product? A service? An event?
What makes it unique? Why should the community want what you have to offer?

PRICE

How much will you sell your product or service for or how much will your tickets before our event? Is it more or less than the other fundraisers? Will your potential donors be able to afford it? Will you be able to make a profit?

PROMOTION

How will you get the word out about your amazing idea? Will you use social media? Hang up posters or fliers in your neighborhood and at local businesses? Will you send an email back to your contacts? Will you get a spot on a local news or radio? Think big!



PLACE (LOCATION)

Where will you sell your product or event where will your service be available or where your event will be held? Are you meeting your donors where they live, or are you expecting them to come to you? How will donors access your product or service? Will it be online? Will you set up in your backyard, or other place? Will you sell at a local business?

INSPIRATION STATION

Feeling inspired? Sketch out some ideas for your 4 P's!

