



**WAVE Conference 2025**

# Marketing Fundamentals for Villages

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The background features several concentric, curved lines in a light gray color, creating a sense of motion or a funnel shape. A large red speech bubble is positioned on the left side of the slide.

## What I'll Cover

- The Basics
- Your Customer
- Brand Development
- The Marketing Funnel
- Leads
- Planning: S.M.A.R.T
- Website Refresh?
- The Essentials

# What Is Marketing?

- Not just advertising
- Building relationships
- Inspiring action
- Understanding your audience

**Marketing is the process of identifying and solving customer needs.**

**Be the solution!**





## The Four P's of Marketing

- **Product**
- **Price**
- **Place**
- **Promotion**

# Marketing Tools

- **Knowledge & Data**
- **Assets**  
Website, flyers, photos
- **Channels**  
Digital or physical
- **Messaging**  
Branding  
Storytelling  
Call to Action
- **Relationships**

- **Goals**  
Define clear outcomes
- **Strategy**  
Outline how to reach and engage your audience.
- **Processes**  
Simple workflows.
- **Budget & Resources**  
Even small investments can make a big impact.

# Become Data Driven

Key  
Performance  
Indicators  
(KPIs)

Consistently  
Compile Data

- Membership levels
- Event attendance
- # of PDF downloads
- Open rates on emails
- Website visits
- Club Express Dashboard

## **CAUTION**

- Choose the right one.
- KPIs can be misleading
- Beware Vanity Metrics



Control Panel

Home > Control Panel

Memberships: 122 Active

**Dashboard** People

Dashboard data is delayed. Visual

ACTIVE MEMBERS BY MEMB  
Data through 10/6/2025

60  
50  
40

**Dashboard Configure**

Available dashboard reports are listed on the left side, while items appearing on the dashboard are listed on the right. Double click an item, click the arrow buttons between the lists, or press the "Ctrl-Left Arrow" or "Ctrl-Right Arrow" keys to move items between the lists. Click the "Move Up" and "Move Down" arrow buttons, or press the "Ctrl-Up Arrow" or "Ctrl-Down Arrow" keys to change the sequence of selected reports.

**Available Charts/Reports**

Filter By  
< View All Charts/Reports >

- Completed Services by Category
- Completed Services by Metro Area
- Completed Services by Type
- Donations By Fund
- Event Revenue by Category
- Event Revenue by Category (Bar)
- Expenses Expended by Volunteer
- Hours Expended by Volunteers
- Member Status Counts
- Members Status Pie Chart
- Mileage Expended by Volunteers
- Registrations by Time Period
- Revenue By Account
- Revenue By Type
- Storefront Revenue by Category

**Selected Charts/Reports**

- Active Members By Member
- Donations By Time Period
- Members Vs. Non-Members
- Website Visits
- Member Logins
- Membership By Type
- People By Mailing Category
- Membership Growth
- Registrations by Category
- Revenue By Member Type

MEMBERS VS. NON-MEMBERS  
Data through 10/6/2025

Non-Members Members

WEBSITE VISITS  
7/1/2025-10/6/2025

Website Visits

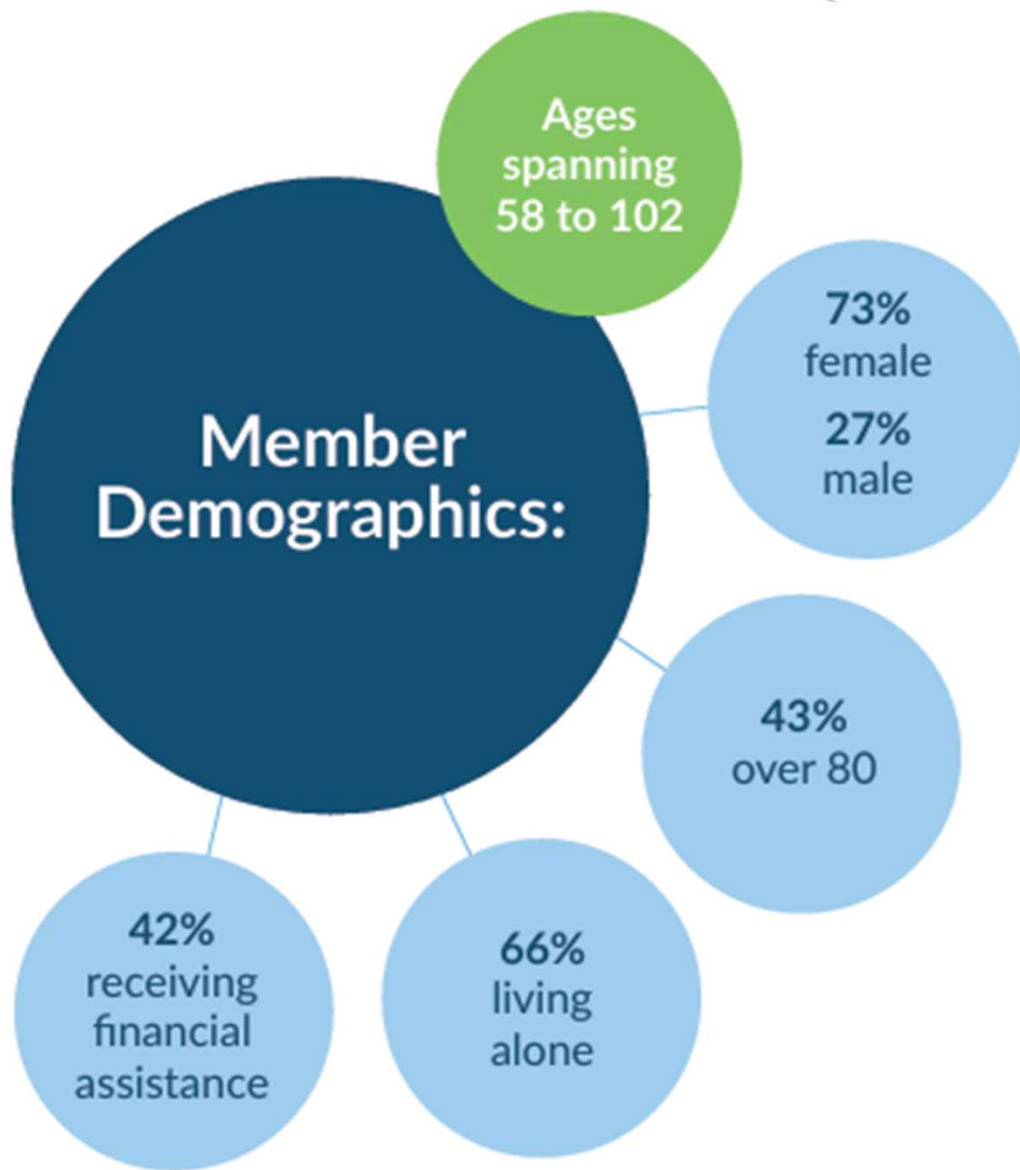
1,200  
1,100  
1,000  
900  
800  
700  
600  
500  
400  
300  
200

July 2025 August 2025 September 2025

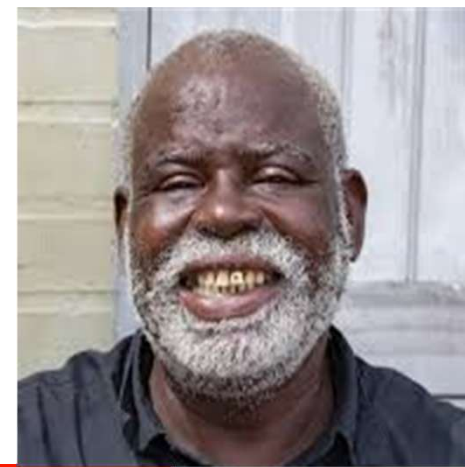
How Notices **Configure**

Club Express Data Dashboard

- Member vs. Nonmember
- Website visits



From Arlington Neighborhood  
Village's 2024 Impact Report



Get to  
Know Your  
Customer  
  
Be Data Driven





# Customer Segmentation

Village Key  
Customer  
Segments

Create Different  
Marketing Campaigns  
for Each Segment

- **Independent Seniors**  
FOCUS: Social Connection  
Mindset: Loneliness
- **Adults Searching for Assistance**  
FOCUS: Safety & Independence  
Mindset: Fear
- **Volunteers**  
FOCUS: Looking to be useful.  
Mindset: Value / Purpose

# Attending to Mindset

Focus on  
Emotions

- **Emotion drives action**
- **Avoid dry listing of benefits**
- **Always be the solution**

# Loneliness

## Always be the solution

### Friendship Heights Neighbors Network



## FHNN NEW Social Member

*Special*

Sign up as a **NEW Social Member for 2026** and get the rest of 2025 **FREE**.

**Up to a \$75 value!**

Special is for new members only.  
Not applicable to renewing members.

### Join for the Cause, Stay for the Fun

- ✓ Support fellow seniors
- ✓ Find friends & connections
- ✓ Volunteer opportunities
- ✓ Coffees, lunches, outings
- ✓ Over 370 events a year

Individual: \$300 a year  
Household: \$450 a year

FHNN is a Friendship Heights nonprofit that serves older adults in the neighborhood. Our mission is to help seniors remain in their homes and stay active in our community. Discover the joy and purpose of membership with FHNN.



**Easy Online Sign Up** [www.fhneighbors.org/membership](http://www.fhneighbors.org/membership)



**Support. Connect. Thrive.**  
information.fhnn@gmail.com | 240-620-3285

# Fear

## Always be the solution

### Friendship Heights Neighbors Network



## Peace of Mind Is a Phone Call Away

### **Worried about the little things?**

Let our trained and vetted neighborhood volunteers help you with everyday tasks.

### **Stay safe and independent**

in your home as you age with FHNN.



**Connect with our  
Member Service  
Specialist Today!  
Call: 240-620-3285**

**[www.fhneighbors.org](http://www.fhneighbors.org)  
[information.fhnn@gmail.com](mailto:information.fhnn@gmail.com)**

- ✓ Rides to medical appointments
- ✓ Grocery Shopping / RX Pickup
- ✓ Yard work
- ✓ Light Home Repair
- ✓ Tech Coaching
- ✓ Social Visits
- ✓ Educational Programs
- ✓ Lunches, Coffees, Outings

  
Friendship Heights Neighbors Network  
**Support. Connect. Thrive.**

The background features a series of thin, light gray curved lines and dashed lines that sweep across the frame. A large, solid red speech bubble is positioned in the center, pointing downwards. The text is centered within this bubble.

# Brand Development

More Than a Logo



# A Brand Is Mutual

## Core Brand Values

- Dignity
- Compassion
- Reliability
- Fun
- Connection

**Consistency Is Powerful**  
Builds trust.  
Aids recognition.  
Creates loyalty.

A **brand** is not just the logo or name; it is the **promise** a company makes, the experience it delivers, and the reputation that exists in the minds of its audience.

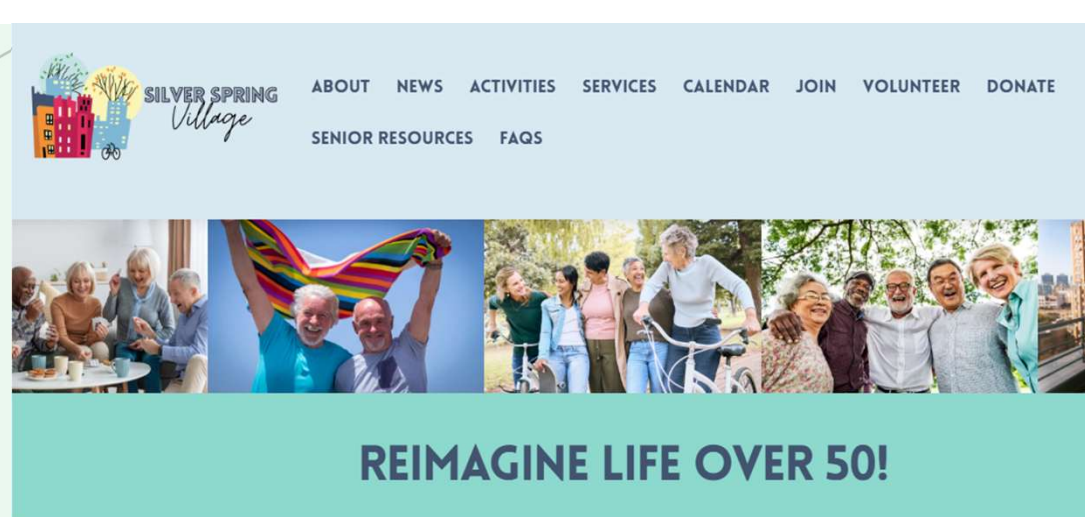
**Brand Identity:** You *define* your brand.  
Mission, Voice, Logo, Values, Promises  
**Vs.**

**Brand Image:** Your customer *decides* your brand by what you actually deliver.



## The Words

**DUPONT CIRCLE**  
*Village*  
Shattering the Stereotype



- Friendly, welcoming voice
- Simple sentence structure
- Integrate Core Brand Values
- “You” “We” “Together”
- Build a Brand Story
- Create **unique Village** tagline



Support. Connect. Thrive.

# The Design

## Font Options

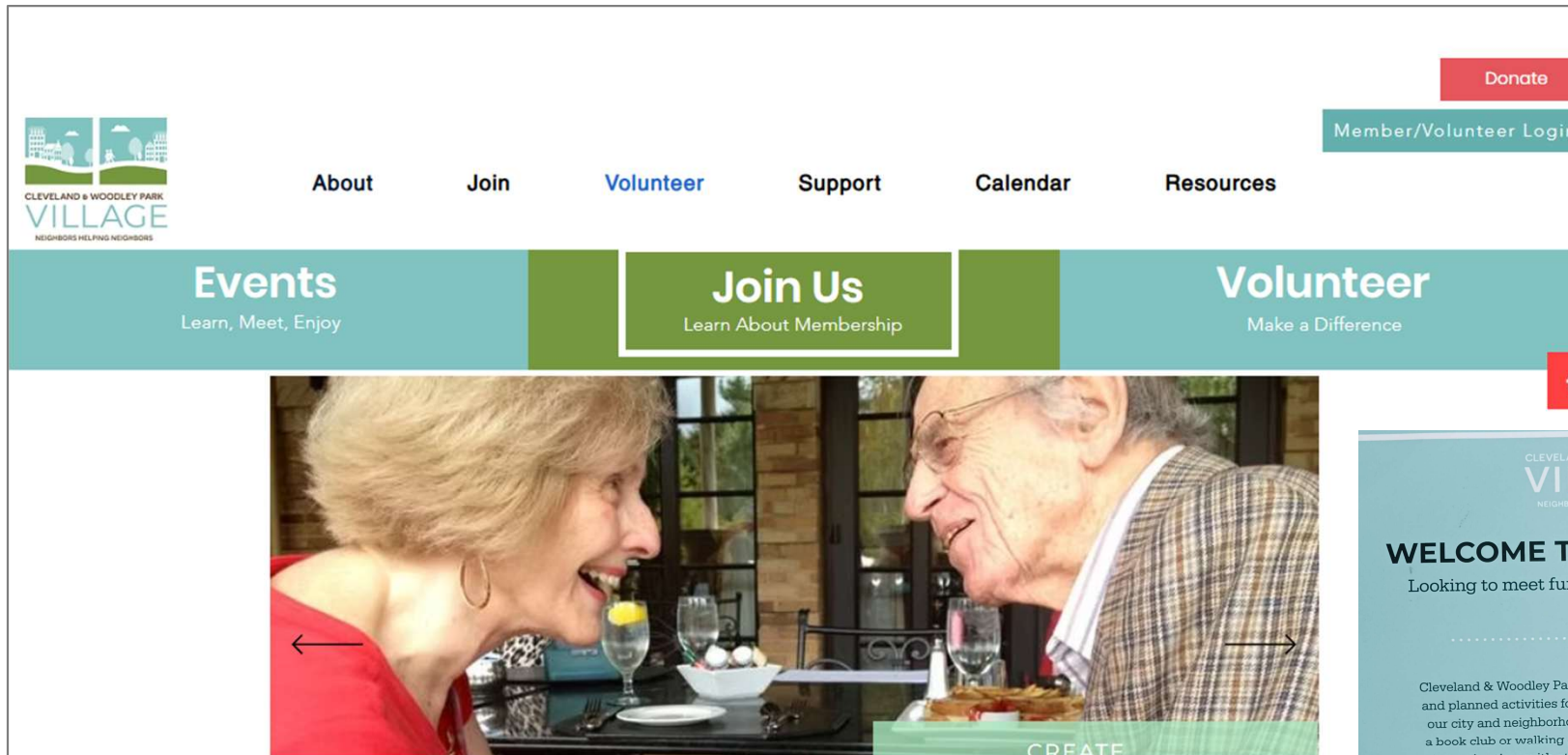
Serif

Sans Serif

*Display*

- Color: Rule of 3:  
One main color, balance color,  
“Pop” color
- Choose 3 fonts: Stick to them
- Use professional designer
- Logo and URL on everything
- Photos of real people
- Use Canva, mindfully
- Consistency is key
- Beware of (your) boredom
- Make incremental changes

# Cleveland Park Village



The background features a series of thin, light gray curved lines that sweep across the frame, creating a sense of motion and depth. A large, solid red speech bubble is positioned in the center, pointing downwards. The text is contained within this bubble.

# The Customer Journey

Choosing the Right Channels & Assets  
at the Right Time



## Assets Vs. Channels

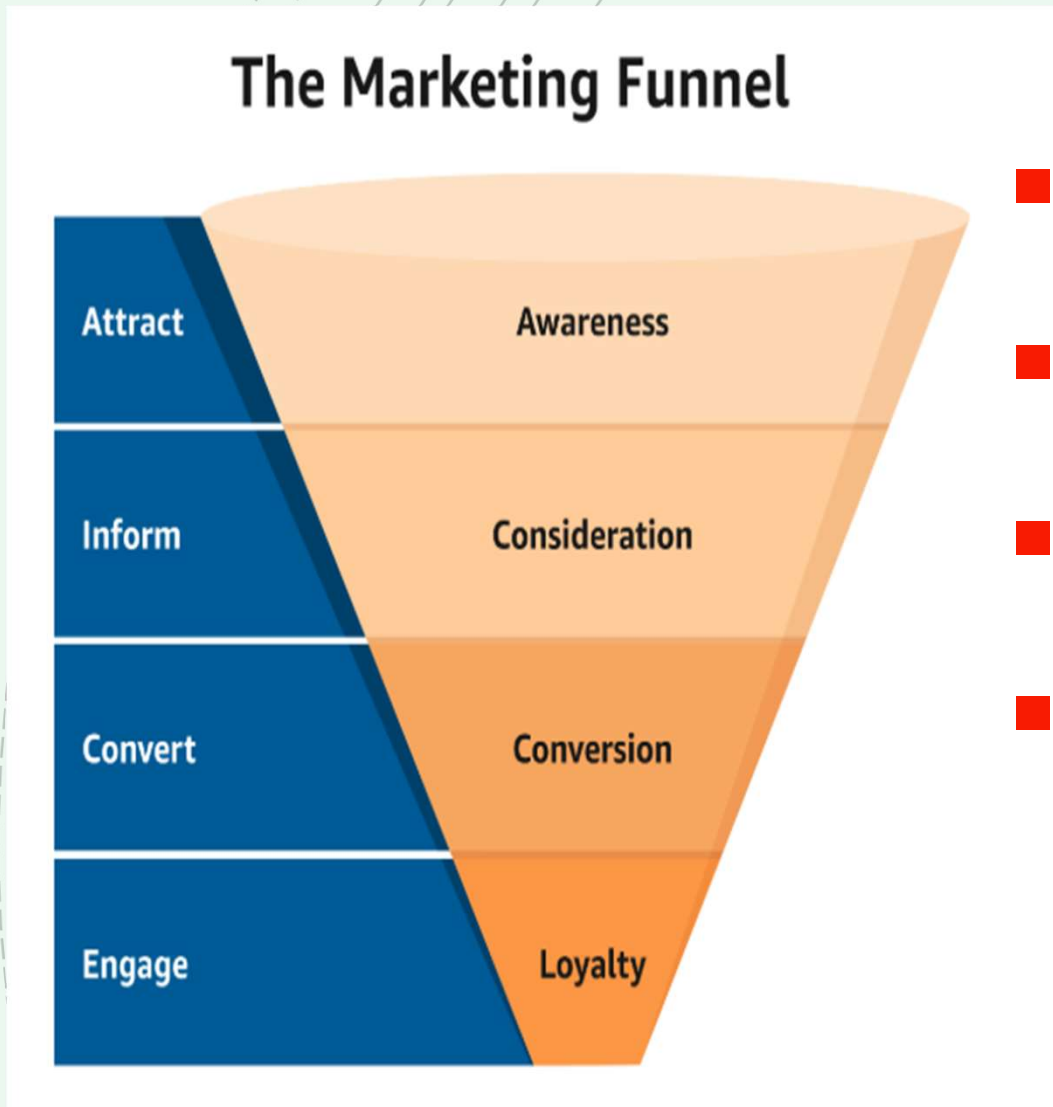
### Asset

- Brochure
- Lawn Sign
- Flyer
- Digital Ad
- Website

### Channel

- Emailing
- Social Media
- Direct Mail
- Print & Online Media
- Events
- Website

# The Marketing Funnel



- Awareness
- Consideration
- Conversion/Action
- Advocacy

# Awareness

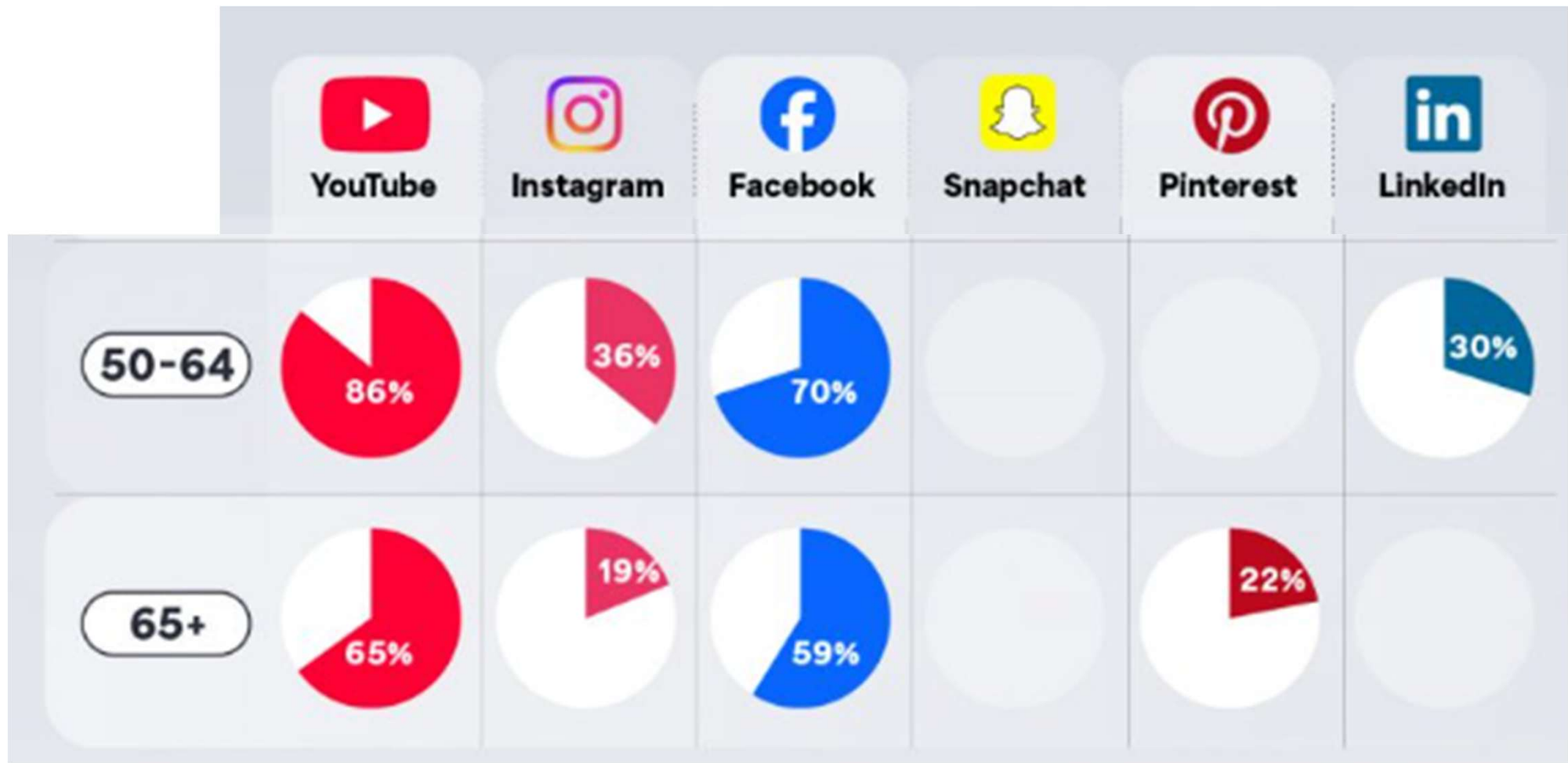
## Digital Channels

## Five Must-Add Channels

- **Google Business Profile (Free)**
  - **Yelp**
  - **Better Business Bureau**
  - **Apple Maps (Apple Business Connect). Will connect Siri**
  - **Social Media: Facebook**
  - Website
  - Emails
  - Zoom Educational Programs
  - Local Online Directories
  - Search Engine Optimization (SEO)
  - Local Media: Radio & TV, Bloggers, newsletters
- Make Relationships!!**

# Social Media Preference of Those 50+

Source: Pew Research Center's Social Media Fact Sheet



# Awareness

## Social Media



**Nextdoor**

## Facebook

- Post 2 Times a Week:  
Just Look Active
  - One event
  - One story, photo, quote
- Take Advantage of **Facebook Groups**
  - Chevy Chase Chatter
  - Interest Groups & Location
- Find a Volunteer
- Targeted Social Media Ads:  
Facebook (inexpensive)
- Don't use Boost My Post (rip off)
- **NextDoor: Try It!**





## **Physical Asset**

- Brochure: Half page or Trifold
- Village Business Card
- Flyers targeting customer segments or events
- Lawn Signs
- Door Hangers
- A-Frame / Sandwich Boards
- Volunteer T-Shirts  
(Bonfire, Printful)
- Community Bulletin Boards
- Magnets on Cars
- Branded Giveaways (pens or bags)

# Village Business Card

Canva:  
100 for \$22  
*free redo*

Vistaprint  
250 for \$25

Make type 12  
point or above



**www.fhneighbors.org**

SUPPORT. CONNECT. THRIVE.

📞 240-620-3285

✉ information.fhnn@gmail.com



**SUPPORT FOR SENIORS**

- Car Rides
- Tech Support
- Volunteering
- Social Events
- ...and More!

**Visit Our Website**

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Support. Connect. Thrive.

## FRIENDSHIP HEIGHTS NEIGHBORS NETWORK

Neighbors Helping Neighbors

At FHNN, we're passionate about enriching the lives of seniors. Whether you're eager to create community, explore topics like art and senior wellness, or simply savor coffee with friends — both old and new, we'll help make it all possible.

**And when you need that extra bit of support to age at home . . . We're here for that too.**

[www.fhneighbors.org](http://www.fhneighbors.org)  
240.620.3285



## JOIN US

Choose the membership that's right for you.

### Social Member

\$25/month individual or  
\$38/month couple  
with yearly membership\*

- Over 400 programs a year
- Cultural outings
- Zooms on art & history
- Senior wellness updates
- Volunteer opportunities
- Monthly coffee and lunches
- Walking club
- Crafts & Chat group
- Men's meetups
- Meditation groups ... and more!

### Full Member

\$38/month individual or  
\$50/month couple  
with yearly membership\*

**Full Members get all Social Member benefits PLUS support from neighborhood FHNN volunteers, such as:**

- Rides to doctors, stores, & events
- Grocery and Rx deliveries
- One-on-one tech coaching
- Social visits and conversation
- Errands around the neighborhood
- Companions for walking
- Light household repairs & chores

*Reduced membership fees are available for those with limited incomes.*

Friendship Heights Neighbors Network is not affiliated with the tax-supported activities of the Village Center. FHNN is a separate, non-profit organization.

### FHNN Service Area

4615 N Park  
4620 N Park  
The Carleton  
The Elizabeth  
The Highlands of Chevy Chase  
Somerset House  
Willard Towers  
The Willoughby  
Wisconsin Place

[www.fhneighbors.org](http://www.fhneighbors.org)  
[information.fhnn@gmail.com](mailto:information.fhnn@gmail.com)  
240.620.3285



\*Membership to be paid in full for year



Vistaprint postcard, 5.5" x 8.5" 500 for \$120



## Hear What ANV Members Are Saying:



"When I had to give up my driver's license, it felt like losing my independence.

But ANV's transportation service has become so much more than just rides. My drivers arrive early, ensure I get to appointments on time, and wait patiently to take me home. But the real gift? These aren't just drivers—they're interesting people who've become friends. What started as a practical solution blossomed into connections that brighten my days."

"ANV has helped with household chores, driving to appointments, introducing me to a wider circle of friends and events around town. Since I became a widow a few years ago, and with no immediate family in the area, ANV has allowed me to remain in my home and continue to enjoy my life here."



## Be a Part of Our Village!

Whether you're:

- An older adult seeking support and friendship
- A neighbor wanting to make a meaningful difference
- A community member believing in the power of connection

You can help create an Arlington where older adults can age with dignity, independence, and joy. Join our caring community today!

Visit [www.ANVarlington.org](http://www.ANVarlington.org)  
or call the ANV Office  
at 703-509-8057

## Support Our Work

Membership dues cover only a portion of our operating expenses. Your help helps ANV provide services to older adults in Arlington who need help staying in their own homes and aging—particularly those with limited resources.

Additional donations can be made at [www.ANVarlington.org/](http://www.ANVarlington.org/)



Do You Want to Age in Place?  
ANV Can Help You Thrive!



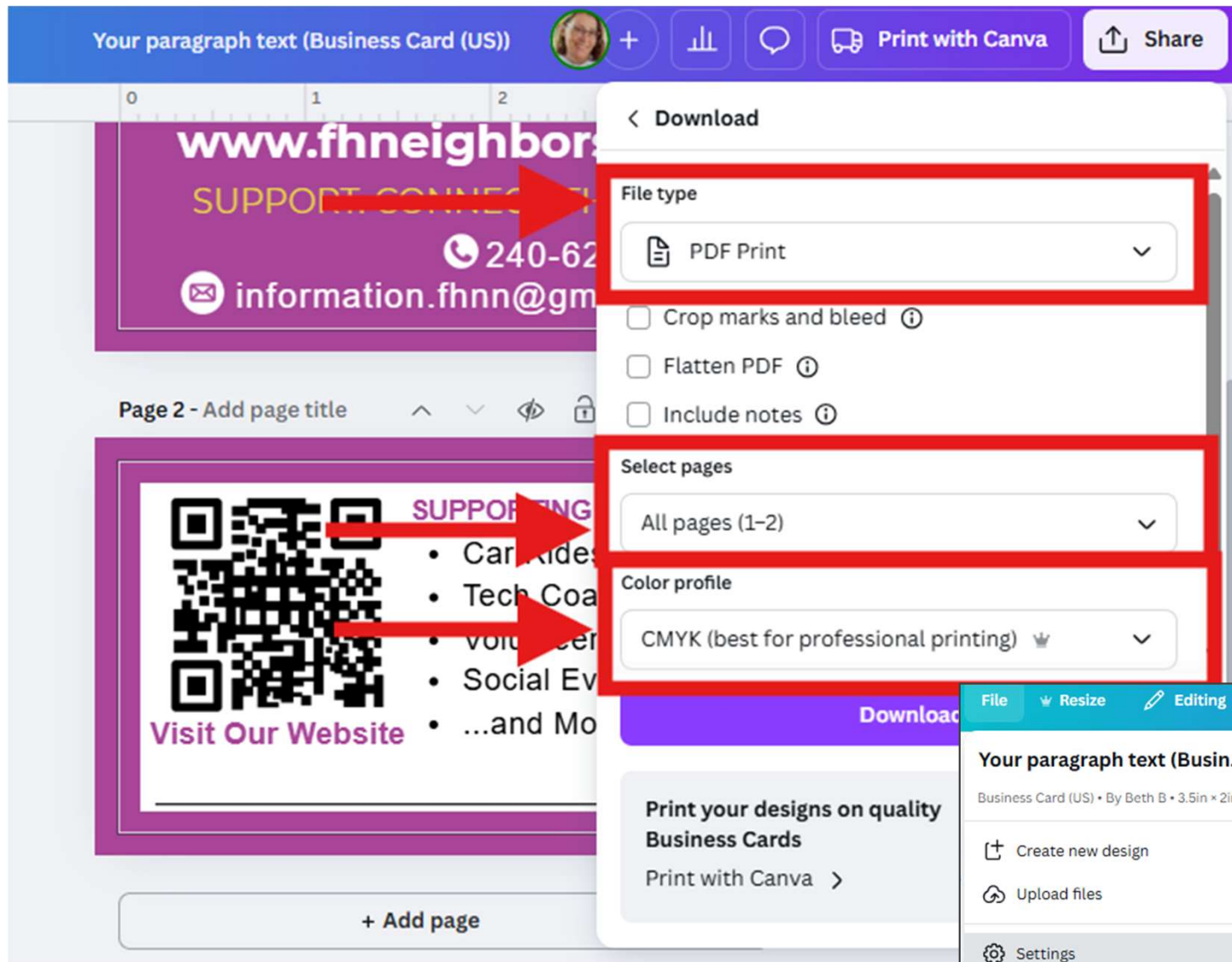
Arlington Neighborhood Village connects older adults to a caring community and the volunteer help needed to live independently in the places they call home.

Arlington Neighborhood Village  
4000 Lorcom Lane  
Arlington, VA 22207  
[www.ANVarlington.org](http://www.ANVarlington.org)

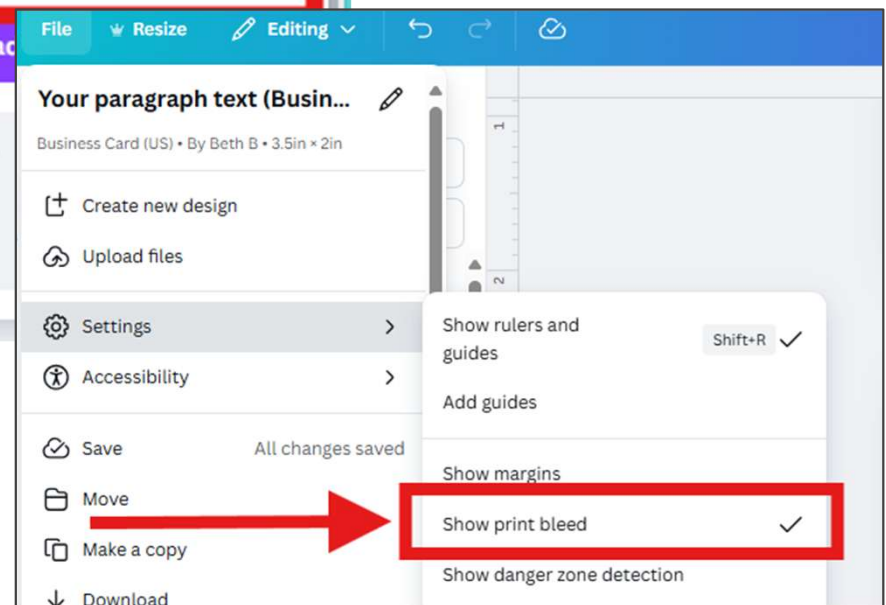


Vistaprint, 100 at \$115  
Amazon, Lucite Stand:  
6 for \$20

# Creating Printable PDF File in Canva for Vistaprint



Turn on “Show Print Bleed” in Settings







# Flyers as Promotion

## A Word About Flyers

- Include text in email
- Attach an image file
- Attach flyer artwork as a file

FRIENDSHIP HEIGHTS NEIGHBORS NETWORK

**Free In-person Event**



**For Friendship Heights Residents**  
**End-of-Life Planning, Part 2**  
**Important Documents**

**Wednesday, October 29, 2:00-3:00 pm**  
**In-Person at the Friendship Heights Village Center**

Learn how to replace fear with a plan for your end-of-life care and make empowering decisions. This program is a follow up to the September session. This in-person session will provide you with additional information, including some of the forms you need to ensure your wishes are documented. Attendance at the September program is not required.

**SPEAKER INFORMATION**  
**Dixcy Bosley** is a geriatric nurse care manager and a nurse-practitioner. She has spent the last 30+ years developing wellness programs, raising a family, caring for her own aging parents, and advocating for informed end-of-life care in various community settings. She has been a hospice nurse and refers to herself as an End-of-Life Activist.



*The Village Council has provided a grant to Dr. David Rabin for educational programs and individual sessions on end-of-life planning for the residents of Friendship Heights.*

**To register and for more information:** [www.fhnn.org](http://www.fhnn.org)

For help registering, email [information.fhnn@gmail.com](mailto:information.fhnn@gmail.com) or call 240-620-3285.

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*The Village Council has provided a grant to Dr. David Rabin for educational programs and individual sessions on end-of-life planning for the residents of Friendship Heights.*

**To register and for more information:** [www.fhnn.org/endoflife2](http://www.fhnn.org/endoflife2)

For help registering, email [information.fhnn@gmail.com](mailto:information.fhnn@gmail.com) or call 240-620-3285.

 **FHNN**  
Friendship Heights Neighbors Network  
Connect. Support. Thrive

# Awareness

## In-Person Channels

- Information table at events
- Community Events:
  - 4<sup>th</sup> of July Parade
  - Local Art Festival
- Events you make yourself
  - Vaccine Clinic
  - Charity Drives
- Info sessions at community groups

# Awareness

## Community Groups, Partnerships, & Sponsors

- Provide Your Assets
- Create a Relationship
- Sponsors

- Religious Communities
  - Adult Education
  - Care Teams
- Spiritual Groups
  - yoga
  - meditation
- Book Clubs
- Continuing Education
- Coffee Houses
- Restaurants
- Libraries
- Local Media

# Consideration

## Create Access: Open vs. Non-Open Events

Taking You for  
a Test Drive

- Create Onboarding Events:  
Walking Group, Coffee,  
Lunch Group, Happy Hour
- Weekly, if possible
- Retain Member Value
- Temporary Memberships?
- Offer a “You’re Invited” card

## Social Members

*You're Invited*

The Friendship Heights Neighbors Network (FHNN) offers more than just services — we offer community.

You're invited to a fun and engaging opportunity to share, learn, and grow together.

See event details on the back. Please join us!

[www.fhneighbors.org](http://www.fhneighbors.org)

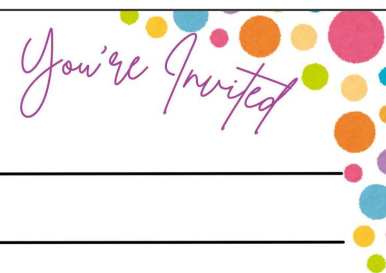
CONNECT. SUPPORT. THRIVE.



## Postcard Invitation

- Digital or Printed
- Glossy on one side
- Vistaprint: 250 for \$35

# One-time Invitation: Village Ambassadors



TO: \_\_\_\_\_

FROM: \_\_\_\_\_

DAY/TIME: \_\_\_\_\_

EVENT: \_\_\_\_\_

LOCATION: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

RSVP? \_\_\_\_\_



# Encourage Engagement and Activity

Consideration:  
Events

**Uplift Is Key**

- Quiz or Game Nights
- Friendly competitions
- Potlucks in people's homes
- Community picnics
- Cornhole/Bocce ball
- Dancing - Music & Movement, Zumba Gold, Line Dancing
- Listening Parties
- Shared interest groups

# Consideration Essential: Social Proof

## Storytelling & Testimonials

- People connect with stories, not statistics
- Social Proof through human voices; trust real people
- Repurpose throughout multiple channels
- Regularly collect testimonials
- Create a “Meet Our Members” one-pager
- TIP: Have a few stats
- Create your Brand Story

# Consideration

## Member Stories: One Pager, Front & Back

- Renewals
- Appeal Letter
- New member package
- Flyer at Information table

Vistaprint  
250 flyers  
\$100

### MEET OUR MEMBERS

#### Suzanna: Crafting Connections

From fleeing Soviet-occupied Hungary to navigating a new life in America, Suzanna has always been resilient. But in retirement, she faced new challenges. Companionship from work was gone, and she worried about getting to doctor's appointments without bothering her busy family.



That's where we came in. FHNN connected Suzanna with nearby volunteers for rides and social visits. The best part? We found a volunteer who speaks fluent Hungarian! They now meet regularly for visits, sharing stories and laughter in Suzanna's native language.

Suzanna's connections don't stop there. She's a regular at our social events, and she also gets advice on her crocheting projects from members of our Crafts & Chat group -- like this blanket she made for her granddaughter. With FHNN, Suzanna can focus on the parts of life that bring her joy, instead of worrying about the future.

"FHNN is great!"  
– Suzanna

No senior should have to face growing old alone.



#### Mari: An Artist at 80

Mari proves the adage that it's never too late to learn. When Mari retired, she decided to fill her days by teaching herself to make art. Her home is now filled with her beautiful sculptures and paintings, bursting with color and humor.

Mari has no immediate family in the area, so we help her stay safe and connected at home. Her mobility issues often keep her indoors, so we provide in-home social visits and rides to her doctor's appointments.

We also make sure she gets to our big events, like our Annual Ice Cream Social. A natural talker, Mari loves the new social connections she has made through our community. And if you're lucky, she just may invite you to one of her special teas!



[www.fhneighbors.org](http://www.fhneighbors.org)

**SUPPORT. CONNECT. THRIVE.**

# Consideration

## Newsletter as Storyteller

Over 1,500  
downloads a month

[www.littlefallsvillage.org](http://www.littlefallsvillage.org)

September 2025 [www.littlefallsvillage.org](http://www.littlefallsvillage.org)

 **Spotlight**



**Celebrating  
A New Partnership**

It was much, much more than getting together to enjoy a little wine and cheese. It was a celebration! On Sunday, August 17, Little Falls Village and Bannockburn Neighbors Assisting Neighbors (NAN) gathered to mark their new partnership. As LFV Executive Director Doran Flowers explains, "Partnering with NAN offers not just practical benefits like shared resources and expanded programming, but the chance to work hand-in-hand with kindred souls who share our values."

NAN President Anne Quinlin is in total agreement. She told the party guests, "We're going to feel our way through getting together, but it's a good partnership for everyone, for the community as a whole." Stay tuned for more information on the new partnership between LFV and NAN.



*Celebrating together! From left, Anne Quinlin (NAN President), Doran Flowers (LFV Executive Director), JoAnn Krecke (NAN Vice-President) and Pattie Howe (NAN Treasurer).*







# Conversion

Encouraging  
Action

- Send email asking to join after first and third event attendance
- Make a personal appeal
- Use Village Contact
- MAKE IT EASY
  - Club Express online apps
  - Use Fillable PDFs

# Call to Action

## TIPS

### **Action-Oriented**

Use strong verb

### **Be Specific**

Focus on Benefit

### **Highlight Time-Limit or Exclusivity**

## EXAMPLES

- Join Today!
- Call Us
- Begin Your Membership Journey
- Discover Your New Chapter
- Sign Up for Monthly Updates
- Unlock Caregiver Support
- Register Before October 31
- Access Member-Only Workshops

A **Call to Action** (CTA) is a prompt, typically a short phrase, designed to tell your audience exactly what to do next. It is the final, crucial step in your marketing message, moving a prospect from passively consuming content to active engagement.

## Potential Members

First Name	Last Name	Phone	Email	Events Attended	Village Contact	Notes
Sandra	Adams	3019514183	sandyA271@gmail.com	Workshop 10/20/2024	Sirley H., Volunteer	Retired from NIH. Lost her husband a few years ago. One child in California. Interested in books. Very social. Dog named "Skip."
				Social 6/23/2024		

## The Leads

**All staff contribute  
to a lead sheet**

## FOLLOW THE JOURNEY



# Advocacy: Word of Mouth



## Tools for Member Outreach

- Informational PowerPoint
- Ask Me/Help Buttons
- T-Shirts
- Village calling card
- Invite postcards
- 5-Minute Pitch

download example from  
[www.thebeisel.com](http://www.thebeisel.com)

- Teach members to advocate
- Outreach Committee
- Village Ambassador Program

The background features a series of thin, light gray curved lines that sweep across the frame, creating a sense of motion and depth. A prominent red speech bubble, which serves as a container for the text, is positioned in the center. The bubble has a solid red rectangular body and a triangular tail pointing downwards.

Making a Plan

**Your Marketing Strategy**



# Long-Term Planning

Be Attentive  
to Your Value

- Are you fulfilling customer needs?
- Brand awareness

- **Update & Enhance Member Services**
- **Listen to Your Members**

# Creating Marketing Goals



S.M.A.R.T

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-bound**

**Vague Goal:** Increase membership next year.

**SMART Goal:** Increase the total number of paid annual social members (Specific) by **10%** (Measurable) by the end of the **fourth quarter of 2026** (Time-bound), by implementing a new Village access program and revitalizing a weekly open happy hour (Achievable, Relevant).

# Strategic Marketing

## Yearly Marketing Plan

- One or Two S.M.A.R.T marketing goals for the year.
- Assign KPIs
- Get assets in order
- Budget
- Focus on developing a few channels at a time
- One weekly outreach event
- Create a simple workflow
  - assign staff tasks
  - talk about Leads at staff meeting

Keep it simple  
Be aware of staff time  
Learn & Build on success  
It takes time

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a modern design. On the left side, there is a large red speech bubble with a white border. Inside the bubble, the text 'Time to Refresh Your Website?' is written in white, sans-serif font. The bubble has a small tail pointing downwards and to the right.

## Time to Refresh Your Website?

### **The Signs**

- Text Heavy
- Not clearly branded
- Old photos or few photos
- No stories/testimonials

### **The Change**

- Gear homepage to new member acquisition
- Add stories & testimonials
- Slim it down

### **The Warning**

Time-Consuming to Do  
Allot 6 months



**Arlington Neighborhood Village**  
Neighbors Helping Neighbors Age in Place

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**Arlington Neighborhood Village (ANV)** is a volunteer-driven, non-profit organization dedicated to helping older residents of Arlington, Virginia continue living in their own homes — safely, independently, and with an enhanced quality of life.

A village is a community-based network of neighbors helping neighbors – providing support services and social and educational programs to its members.





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**REIMAGINE LIFE OVER 50!**

[Find a Village - Washington Area Villages Exchange](#)

The background features several thin, curved lines in light gray and white, some solid and some dashed, creating a sense of motion or a stylized globe. A large red speech bubble is positioned on the left side of the slide.

## Market Research

- How did you hear about us?
- What are you looking for?

# Marketing Must-Haves



- Outreach Committee
- Table Runner\*
- Tri-Fold Brochure & Stand
- Village Business Cards
- 5-Minute Pitch

\*Pictured (34"x72"), NextDayDisplay.com, \$60 in 2023

A large red speech bubble graphic with a white outline, pointing downwards. It contains the text 'Key Takeaways' in white. The background of the slide is light green with faint, curved, dashed lines.

## Key Takeaways

- Marketing = Relationships
- Know your audience
- Build a strong, consistent brand
- Guide people through the funnel
- Follow those leads
- Tell stories, not just facts
- Be guided by data
- Create a plan with specific goals



# Marketing Fundamentals for Villages

- Slides
- Writing an Effective “5-Minute Pitch”

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