**Chart from Marketing & FUNdraising Training**

Questions to ask yourself about your program

What is the one thing you want youth to feel when they arrive that first day?

What is the 1 thing that you want youth to leave feeling that first day at the end of your program?

There is no right answer. It is different for each of us. It is just important to know what that one thing is for your program.

When Marketing Your Program, Remember These 4 things

1. YOU are your program: this isn’t just YOU the Program Director, but YOU the Service Provider, YOU the high school assistants. EVERYONE who engages with youth in your program defines what the experience is like and is the embodiment of that experience. YOU and YOUR STAFF are as important to the program’s success as curriculum and supplies.
2. KNOW YOUR AUDIENCE. Do your research. All successful businesses from Trader Joe’s to Subway, know who their target demographic is. Do you know your audience? What music do they listen to? What are their favorite YouTube videos? What books are they reading? The only way to connect with your audience in a meaningful way is to take a genuine interest in who they are. It makes a difference.
3. EMBRACE TECHNOLOGY. Technology is a big part of who this generation is. Fear it or forbid it and you run the risk of having students use technology secretively and without supervision . Show an interest in it, model appropriate use of it, and openly discuss norms for online behavior and you encourage to share with you something that they know a great deal about. Let them teach you about their favorite apps and show the class videos they have created. Encourage students to take pictures of work they are proud of and share positive experiences with friends. Encourage them to create videos in the class and post them online.
4. REFERRALS. Referrals are a big part of the success of any mechanic and dry cleaner. They are also the big part of your program’s success. If students are having a good time, encourage them to tell their friends and incentivize referrals. Any students who refers a friend to the program receives a gift card or movie passes. The youth are the most effective ambassadors your program will ever have.

When FUNdraising for Your Program, Remember:

1. WHAT is your G.E.M? G.E.M. stands for Genuinely Exciting Moment. What is your programs G.E.M.? A G.E.M. is an unforgettable moment in your program. It could be a time when you saw a culmination of your program’s hard work come to life in the actions of a student or group of students. It could be a time that a student or teacher’s feedback confirmed your unspoken positive intentions for the program. You can have more than one, but everyone needs one.
2. WHO do you know? Do you know people who care about you and the things that you care about? These might be people at work, church, book group, college friends, kid’s sports teams or some other place you spend a great deal of your time. Make a list of these people. Do not worry about the MONEY they MAY or MAY NOT have. The only criteria here is are they genuinely interested in you and you in then. Make a list of at least 5 people.
3. WHAT do you NEED? Identify what your program needs. If it’s money, identify a specific amount, not just ALOT OF MONEY. If its volunteers or supplies, know exactly how many and what kind. Know what it is you need and the odds of having those needs met go up exponentially.
4. ASK the people who care about you. If you never ask, you will never know. It is difficult and can make you nervous, but you have a wonderful G.E.M. to share. Your G.E.M. is a big part of the reason that you are asking, NOT the money or other need. It is the G.E.M. that you want to share and you want your love for the G.E.M. to shine through. If you do that, the Ask is really no work at all.