

Everywhere a Presence

Worksheet

You have learned about basic marketing skills and ways to use them to increase your CIL's profile and presence in your community.

Review your collateral materials and write a plan for raising your CIL's profile. (Sample tools are writing/recording oral histories, networking, exhibits, videos, workshops, website revision).

Include 1 to 3 top goals or CIL programs and address how raising your CIL's profile would aid in their achievement.