

Title: Marketing
Date of Current Version: January 2019
Replaces Version: August 2011

Background

Marketing promotes community awareness of The Center's mission, programs, and services.

Marketing

1. A comprehensive, annual marketing plan shall be developed in conjunction with anticipated programming and financial resources each year. The marketing plan shall be reviewed by staff seasonally and revised as needed.
2. Paid advertising shall be utilized to strategically further The Center's mission as the budget allows.
3. All marketing material shall promote a positive image of The Center, aging, and aging in the community.
4. The Iowa City Communications Department may be used to promote programs and services, modify The Center's City website, and to make special announcements as needed/available.
5. The Center's City website and the Friends of The Center website shall be updated regularly as a marketing tool.
6. Email newsletters shall be used to market The Center's programs and events, encourage charitable contributions, and share relevant community announcements. The Center staff shall strive to send no more than two (2) mass email messages per week.

Administration

Marketing for The Center and its programs is carried out by professional staff members. The coordinator is responsible for budgetary oversight.

Approved by the Senior Center Commission on: February 21, 2019