

Leadership Exploration and Development

W I T H E X T E N S I O N

September 14th · October 12th · November 9th

Marketing your Organization: The Power of Image

Organizations that share their benefits and program impacts create interest, excitement and an understanding of how they contribute to the community. An effective marketing plan is the process organizations use to communicate these benefits and impacts. Communities embrace and support organizations that implement an effective marketing plan. An effective marketing plan helps organizations communicate their purpose and build an image through branding.

September

Delivering Your Marketing Message: Planning Productive Promotions

Effective marketing messages build awareness and interest in an organization's programs, products, and services. Promotion and marketing connect an audience to the program's benefits using different delivery methods. Successful promotions begin with a promotion plan, and the purpose of that plan is to deliver the right message to the right people for greatest participation and impact. This class outlines how to identify target audiences, create a promotion plan and develop the appropriate promotional mix.

October

Building Your Marketing Tool Kit: Telling the Story of Your Organization Throughout the Community

To most people, the words "marketing" and "promotion" are synonymous. Marketing is describing a product and convincing people to buy it. Marketing promotes services and convinces people to use them. Marketing takes many forms, including ads, brochures, press releases, and commercials. More recently, marketing includes Facebook pages and Twitter accounts. In this class you will find out how to develop your own marketing tool kit, and teach others how to use it!

November

CLASSES WILL BE HELD:

September 14th, October 12th, and November 9th

12:00 – 12:45 PM. CST

Grayson County Extension Service: 64 Quarry Road, Leitchfield, KY 42754

Participants are able to bring their lunch.

Sign up today! Contact the Grayson County Extension Service: (270)259-3492

Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

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LEXINGTON, KY 40546



Disabilities accommodated with prior notification.



College of Agriculture, Food and Environment
Cooperative Extension Service



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W I T H E X T E N S I O N

February 8th · March 8th · April 12th

Why Form a Coalition

A coalition can be defined as two or more organizations working together to reach a common goal. These goals may include changing or creating public policy, influencing individual behavior or building a healthier community. Coalitions tend to be a lot of work and usually take a large commitment of both time and energy. However, sometimes a coalition is needed when one group or organization doesn't have the people power or resources to make a real impact on an issue. This class outlines the definition and functions of a coalition, when you should form a coalition, and discusses its advantages and disadvantages.

february

Creating a Successful Coalition

So you have decided to form a coalition. You are probably very excited and dedicated. Now that you are ready to move forward, what do you do next? How do you start a coalition? What makes a coalition successful? Do you have a plan? This class outlines how to start a coalition, tips on effectively maintaining a coalition and overall keys to success. Coalitions with a plan usually result in better service and higher end products for everyone involved. By joining together to work towards a common goal, great things can happen.

March

Community Power: Bringing the Right People to the Table

As a community leader, it is important to understand the important role power plays within all communities. Community power can be defined as the ability to affect the distribution of resources within a community. Due to its connection to resources, power within communities may lead to confrontation, conflict or even a political divide. But it doesn't have to. Empowerment—the ability to enable or share power—can be encouraged within the community context. This class provides a traditional definition of community power, a basic outline of community power structure, and various approaches on how to bring the right “power players” to the table when making community decisions.

April

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