

# 1, 2, 3 Marketing Tree

Congratulations!  
For additional resources that will help your 1, 2, 3 Marketing Tree grow, visit us at [www.millscommgroup.com](http://www.millscommgroup.com).

## Message

3a. If your marketing is successful, in one year you will be known as the organization that...

3b. Imagine you are at a cocktail party. What would you say if someone asked: "What do you do?"

3c. Now imagine you get a call from an **ideal** supporter. Tell them why they should work with you.

## Mechanisms

3d. List the top three ways (e.g. flyers, website, Facebook, etc.) you will reach your **ideal** supporters over the next year. Assign who will be in charge of making each one happen and by when.

## Measurement

3e. How will you measure the success of each marketing mechanism?

**3** Finally, figure out HOW to most effectively reach your ideal supporters.

## HOW

2a. Name some common characteristics of your best supporters – past and present.

2b. Why do your best supporters say they like working with you?

2c. How do your best supporters find out about you?

2d. Based on what you know of your best supporters, describe your **ideal** one.

**2** Next, identify WHO you need to reach for your marketing to be successful.

## WHO

1b. What do you do best?

1c. Who is your competition?

1d. What differentiates you from your competition?

**1** First, define WHAT marketing success looks like for your organization.

## WHAT

1a. What does your organization offer?

1e. What will be different for your organization one year from now if your marketing is successful?

Write your organization's name here.

