



Marketing Committee Charter

Purpose

The Marketing Committee serves as an advisory committee to the staff and is responsible for acting as a sounding board for marketing strategies and tools, developing innovative ideas and providing feedback on proposed marketing activities and materials.

Responsibilities

- Help create a comprehensive marketing plan
- Participate in brainstorming sessions to develop innovative ways to market Pongo, including the new growth plan, development, and programs
- Identify possible marketing opportunities
- Share best practices and lessons learned
- Provide feedback on marketing strategies and tools including communications plans, materials, media and social media
- Volunteer in various marketing capacities as requested