



Marketing Checklist

Visuals in Your Facility

- Banner
- Poster
- Tent Cards
- Flyers
- Brochures

Mailings

- Holiday Card
- Anniversary of Gift Card
- Stuffer
- Targeted Direct Mail (warm, handwritten address)
- Tagline on Envelopes and Stationery

Other

- Use Tagline EVERYWHERE
- Create and Publicize your Legacy "Society"
- Highlight Past Donors, - use Tagline when appropriate: "Made possible through a Legacy gift", "JFS thanks (Name) of blessed memory for remembering us with a legacy gift"
- Integrate into Other Fundraising Materials

Electronic

- E-mail Blast (short, exciting)
- E-Newsletter
- Social Media
- Website
- Display

Newsletter

- Ad
- Article: educational, short, varied
- Testimonial
- Listing
- Story

Events / Meetings

Verbal

- Announcement
- Testimonial (photo, range of donors)

Materials

- Ad: use HGF template, or design your own
- Listing
- Testimonials
- Brochure / Flyer
- Tent Cards
- Bookmark
- Poster / Banner
- Ribbons on Nametags / Stickers