**Marketing & Outreach Worksheet**

Here, we want to capture your basic marketing and outreach tools. Let’s look at a sample, and then you can fill in the template below.

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**Step 1: Logo**

[Insert Logo]

If you haven’t already, it’s time to develop your logo! Here, we want to create something that is memorable, easy to recognize, and looks good in color and b/w.

Example:

A picture containing graphical user interface

Description automatically generated

[Insert Tagline]

**Step 2: Official Tagline**

A tag line is short statement or series of words that captures the emotional essence of the organization. It’s a way to connect with people through humor, practicality, or even heartstrings.

Example:

*Hope. Healing. Home.*

**Step 3: Website**

[Insert Website Address]

Here, we want to capture our planned website address. When we go to purchase the domain, it’s possible our domain might already be taken. So, if needed, we’ll come back to this. It’s important to pay attention to how words, abbreviations or initials come together in your web address!

Example:

The official website and public communications channel is   
[www.kybhomelesservices.org.allpeoplethriving.com](http://www.kybhomelesservices.org.allpeoplethriving.com)

*(Note, when this web address was developed it used only two “s” instead of three. We kept it as an example of what could   
become a BIG problem down the road.)*

**Step 4: Save and Complete!**

Now we’ll save this for our Operations Manual and move onto our Marketing & Outreach Plan.