

Table 11: Marketing Strategy for an Event (cont.)

Budget	<p>Do you have money to support this marketing and how much? Identify all income and expenses associated with the marketing plan, including cash and in-kind contributions.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>Income</u></p> <p>Marketing Budget</p> <p>Direct sponsorship by Target - \$1,000</p> <p>In-kind sponsorship from Publix - \$500</p> <p>In-kind sponsorship from WXY FM - \$500</p> <p>Total: \$2,000</p> </td> <td style="width: 50%; vertical-align: top;"> <p><u>Expenses</u></p> <p>Marketing Budget:</p> <p>Design of Flyers by Town Designers - \$500</p> <p>Printing by Town Printing - \$250</p> <p>Refreshments by Publix - \$500</p> <p>Advertising by WXY FM - \$500</p> <p>Total: \$1,750</p> <p>Amount raised: \$250</p> </td> </tr> </table>	<p><u>Income</u></p> <p>Marketing Budget</p> <p>Direct sponsorship by Target - \$1,000</p> <p>In-kind sponsorship from Publix - \$500</p> <p>In-kind sponsorship from WXY FM - \$500</p> <p>Total: \$2,000</p>	<p><u>Expenses</u></p> <p>Marketing Budget:</p> <p>Design of Flyers by Town Designers - \$500</p> <p>Printing by Town Printing - \$250</p> <p>Refreshments by Publix - \$500</p> <p>Advertising by WXY FM - \$500</p> <p>Total: \$1,750</p> <p>Amount raised: \$250</p>
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Success	Attendance was 75 and increased 50% year-over-year, 30% of attendees were college students.		
Evaluate	Review and adjust for the next marketing plan.		

6. **Use of Logo:** Proper use of the logo is required.

Uniform use of ASALH's name and logo is essential for creating a global recognizable identity and to appropriately reference branches and their activities.

Branch specific logos have been created consistent with ASALH's naming convention for branches. These affiliate logos shall be deployed consistent with the following guidelines to ensure that the logo will always be visible, look attractive and used as intended:

- Identify the branch with the logo appropriate to its stage of development.
 - Organizing Branches should use the "Organizing XYZ Branch" logo.
 - Chartered Branches should use the "XYZ Branch" logo.
- The recommended placement of the logo on the branch website for the greatest prominence is in the top half of the page.
- These marks must not be altered, other than to increase or decrease the size, proportionally.
- The logo may **not** be placed on stationery or business cards for political, commercial or personal use.
- The logo may not be used in a derogatory manner.
- The logo may not be combined with any other object(s).

- Only the designated branch logo may be used on communications material, websites and promotional items.
- Electronic artwork is available for the Secretary, who shall monitor its use: <https://asalh.org/members/branch-media-toolkit/>

Figure 5: Example Use of ASALH Logo

ASALH Organizing XYZ Branch



ASALH XYZ Branch



D. Succession Planning

Succession planning: Branches are encouraged to engage in succession planning, the process to identify and develop candidates for officer and other volunteer leadership roles in the branch.

Succession planning is an effective way to grow and sustain the branch. It is perpetual because elections are ongoing. As one cycle culminates with the election of officers, the next cycle begins for identifying new candidates. With their direct experience in elective roles, branch officers are expected to take an active part in identifying and developing potential candidates.

Key elements of the process are illustrated in the figure below.

Figure 6: Succession Plan Continuum

