

OLLI MARKETING COMMITTEE

Purpose and Objectives Statement

Purpose Statement : The purpose of the Marketing Committee is to create awareness of and attract new members to OLLI.

Principal Activities: The Marketing Committee provides information about the benefits of OLLI membership to adults over 50 years of age, using the following tools:

- a) Mass media/advertising/catalogs
- b) Outreach to appropriate groups through the Speaker's Bureau
- c) Other marketing tools for specific purposes

Target Goals for 2015-2016

- a) Continuation of marketing initiatives already established
- b) New member survey