

# CAI Coachella Valley

## Marketing Committee Charter

### **Committee Mission**

- To widen the knowledge of who CAI is for homeowners, community managers, and business partners in the Coachella Valley.
- To develop tools for all members to use to promote CAI.
- To produce reasons for each member group to want to become members – the benefits derived by being a member and strategies to retain members.

### **Committee Goals**

- Develop strategies, analog and digital, such as an elevator talk all members can use to promote CAI.
- Determine best practices for presenting our message at Valley functions.
- Develop press releases for all CAI events.
- Form a welcoming group for new members making sure they get the benefits of their membership.
- Develop polls to make sure current members are being satisfied with their membership.
- Help grow our membership by Valley wide promotion of CAI.
- Work with all the other committees to assist with their marketing goals.