Honing Your Message

Activity Worksheet Day 1 1:45-2:30

The Treasurer of your Board of Directors calls the CIL's CEO one morning. She attended a cocktail party the night before and 2 different people asked her how many people her CIL housed and whether they offered private rooms.

The treasurer and your CEO are sick and tired of the public confusing Centers for Independent Living with nursing homes and other facilities that market themselves as independent living homes.

You are the Director of Marketing and your CEO directs you to develop and implement a communications plan that addresses this problem.

1	How do v	you hone	vour CII 's	message to	use for	this plan?
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2. What are the key steps in your plan?

3. How do you implement your plan and over what sort of timeline?

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