

Final Recommendation

Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing

State of Issue #45: There is no comprehensive marketing plan for USFA products and services.

Recommendation #: R-165, April 6, 2000; Resubmitted May 4, 2000
Resubmitted July 10, 2000

Summary: R-165 “Consider assembling a partnership for effective marketing.”

Recommendations : Develop internal partnerships with the components of FEMA/USFA as well as external partnerships with allied organizations.

This initiative should receive high organizational priority and be adequately funded.

Background: Partnerships will contribute the strengths of their respective members producing broad-based support and approval of USFA activities.

Estimated Time Frame: One-year and high priority

Conclusion: Success of USFA programs and functions rests in the organization's ability to properly market them to their consumers. The success of the marketing program will be directly related to the willingness to fund and support it.

Submitted by: Advocacy, Partnerships and Marketing Action Plan Team
Team Leader and Members:

Jeff Dyar
Bob Murgallis
Myrna Mood
Joyce Glass

Diane Close
Roxane Deardorff
John Ottoson
Merril Sollenberger

APPROVED/Date

DISAPPROVED/Date