



ROOM CHALLENGE 2010

GNATS
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Simple Marketing
Tricks
Gorilla Marketing..

2



PA / Marketing
People?..

3



EVERYONE
IS PART OF
MARKETING!..

4



EVERYONE Should Know You Are In The Auxiliary!

At Work

Break Room / Staff and Safety Meetings
Church / Neighbors / Relatives
Friends / Lunch Groups
ANY Group You Are A member Of...

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**Division 2
Students + 100%
VE + 65%**

**District 13
Students + 200%
VE + 29%..**



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Why?

**What Can One Person
Do?
If One Person Brings In
One New Student
One New VE...**

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*Remember
People sign up only if they
know about a class*

The Coast Guard Auxiliary & Power
Squadron used to be the only game in town



Now Police, Sheriffs Departments,
Internet, Online Testing many other
Individuals and Groups Offering Classes...

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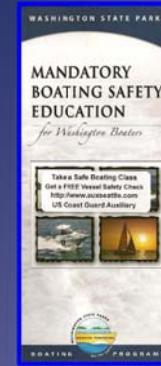
YES We now have to Compete
in the open Market

*Lets get people signed up for our
Classes **BEFORE** they go to a search
engine...*

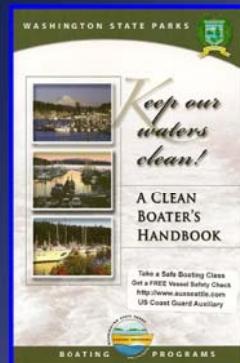
9



**Make Everything an Advertisement
For The Auxiliary and Our Classes..**



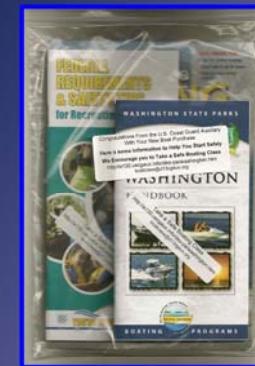
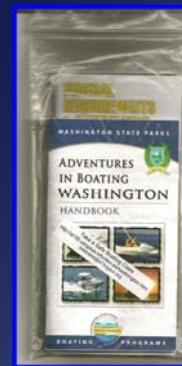
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11



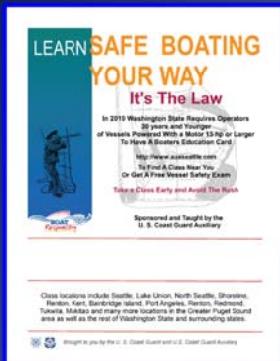
**Put Literature Packages in Ziploc Bags
Bags Available with Hanging Hole..**



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Spread a few Posters & Fliers Around..



Custom PDF Files Available

13



Center for Wooden Boats
Made a great poster – Spread it around!

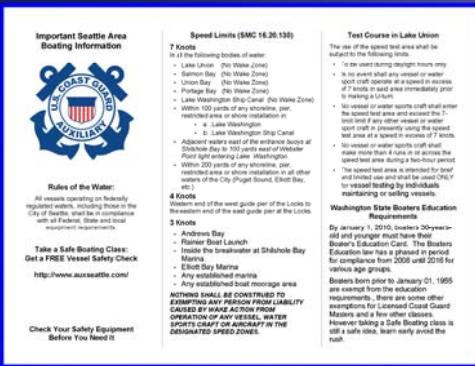


Hang These Next To The Fish Hooks
Or Anyplace a Boater Goes By...

14



Important Seattle Area Boating Information
3 Fold Double Side – Spread it around!



Punch a hole at the top & Hang with Fish Hooks & Candy Bars.. 15



Pass Out 1,000's of Cards



United States
Coast Guard
Auxiliary

Take a Safe Boating Class
Meet Washington State Boaters Education Requirements
Get a FREE Vessel Safety Check

<http://www.auxseattle.com/>

Take a Safe Boating Class - No Personal Name
Easy to remember Web Portal Name

<http://www.auxseattle.com/>
PUT THESE EVERYWHERE!!
EVERYONE should carry these
Carpet Bomb Your Area.....

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**KEEP AUXILIARY NAME IN
FRONT OF THE PUBLIC**

**Make EVERYTHING WE HAND OUT
an Advertisement for the Auxiliary**

**Give Handouts to
EVERY BOATER YOU KNOW...**

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[//www.auxseattle.com](http://www.auxseattle.com)

[//www.auxnorthwest.com](http://www.auxnorthwest.com)

Entry URL ANYONE Can Remember

**Use on EVERYTHING
Including Literature Holders**

**Tell People to
Take a Safe Boating Class FROM US...**

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Secret Weapon



**Wear a Button & Pass out Cards
Have a 4 inch version for your desk at work..**

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Secret Weapon 2



**Carry Thumbtacks to leave cards on
Bulletin Boards..**

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State lists classes for free
BUT we must tell them about our class
Intent To Teach Form!!!!
Don't Ration Handouts in Class
Make Every Student a PR Flack
Email PAST Students About new Classes
Give Safety Handouts for Christmas
New Boat Owner Safety Packet Given by Dealer
...



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Harbor Patrol / Coast Guard Boarding Party's
Give Them Literature Bags
Lake Union July 4?
(The Boats are Anchored)
Local Community Newspapers
ONLINE Community Newspapers
Make it Easy for the Newspapers
REMEMBER: Specific & General Information
Class By Captain Ron @ Bobs Bait Haus
Other Class Locations //www.auxseattle.com ...



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Stick Cards, Posters & Fliers EVERYWHERE:
Community Bulletin Boards, Drug Stores
Grocery Stores, Churches, Taverns, Marinas
ANY Place Something Can Be Posted
Marina Restrooms – Back of the Toilet Stall Door
The Beer Cooler at the Quick Stop
Ice Bag Dispenser at the Quick Stop
The Quick Stop on the Way to the Launch Ramp
The Burger Stand at the Launch Ramp...



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Boat Shows / Sports Shows
Borrow an Exhibitor
Sports Dealers / Fishing Tackle Etc
ANY Fishing Tournament, Boating Safety Fair
ANYPLACE Boaters Might Gather
NOT Just Boating Stores
Boat Launch Ramps Seafair / Vantage / July 4
Where are the Boats From?
Opening Day Log Boom?? (Kayak / Jet Ski?)...



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Room Challenge 2010

**Make EVERYTHING WE HAND OUT
an Advertisement for the Auxiliary**

Implement At The District Level

Take a Class Label

Take a Class Business Card

Generic Posters for Areas

Simple URL is Already Done

When?

By The End Of Lunch TODAY

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