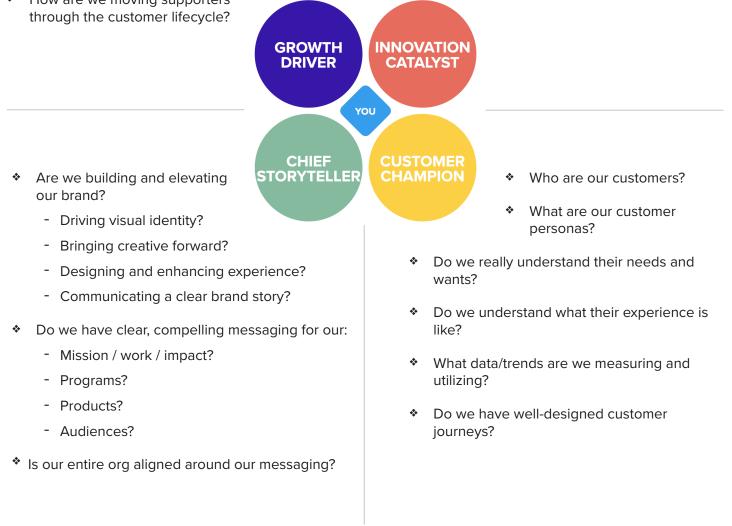
The Four Critical Roles of a Marketing Leader

- Where do we need to go and why? *
- ٠ What's our strategy for growth? (You can't grow just by only focusing on your existing customers.)
- What are our opportunities with greatest ٠ potential?
- Which channels should we invest in and optimize? ٠
- How are we acquiring new donors & supporters? ٠
- ٠ How are we driving revenue growth?
- How are we optimizing lifetime value? ٠
- ٠ How are we moving supporters through the customer lifecycle?

- What "products" are we developing? ٠
- * What tests are we running?
- ٠ How are we innovating with technology?
- What broader consumer trends are we * responding to?
- * How are we fostering an entrepreneurial culture?



LEADING GOOD