**STUDY GUIDE:**

**Marketing for WCC Master Volunteers**

**Instructions:** The questions below can be used to guide further individual self-study, or group discussion, after watching Marketing **for WCC Master Volunteers** If you are leading a group learning experience using this module, you may wish to review the questions with participants in advance of the session and again afterwards to gauge their learning.

1. What marketing or advertising content catches your attention each day, and what is it about that content that appeals to you?
2. Watch this video: <https://vimeo.com/234537477>
   1. What is it about the video moves you? Write down 3 key components that made you think or feel something.
3. What health topic would you select to work on for your community? (Include a personal or professional connection that makes this issue important to you.)
4. Think about a time when you successfully worked on a health project like this.
   1. What made it successful?
   2. What made it challenging?
5. Watch the video above again, or do a quick search for a news story using keywords related to your health issue and community.
   1. Why is this issue important to the people *in* the story?
   2. Why might this issue feel important to people *watching* the story?
   3. What worked well and was successful in the story?
   4. What challenges did the participants in the story overcome?
6. What is your recruiting message and how will you identify and recruit new team members, including health coalition members, volunteers and partners?
7. What is your message to specific segments of your community and what action do you want them to take? (Reference the health issue you would select for your community.)
8. What are your media outreach messages, key outlets and desired outcomes?
9. What type of event or activity will be the most relevant to your health issue and compelling for participants?