

## MARKETING SELF-ASSESSMENT POLL

1. Does your CWRT think of members as a marketing asset?
2. Does your CWRT have an up-to-date website?
3. Does your CWRT actively use your annual event(s) as a marketing asset?
4. Does your CWRT use social media channels to market outside the organization?
5. Does your CWRT collect, analyze & use marketing data?
6. Does your CWRT have and follow a current marketing plan?
7. Has your CWRT used the community “welcome wagon” to market the round table?
8. Has your CWRT been actively using community calendars to your advantage?
9. Does your CWRT have up-to-date marketing material?
10. Do you know if there are current or former marketing experts in your CWRT?