

MODEL MARKETING AND COMMUNICATIONS MATRIX

Partly completed model

	JAN	FEB	MAR	APR	MAY	JUN
State Government		Personal Meeting: Chair				
Local Government				Personal Meeting: CEO		
Federal Government			Event Invitations			
Sponsors					Social Media	
Private Funders						
Artists	Website					
Key Partners						

OTHER ENGAGEMENT STRATEGIES:

- > Exhibition Programs
- > Local Print Media
- > National Publications
- > E-Newsletter Mail Out

SOURCE

- > Fishel, D, The Book of the Board, Federation Press, Sydney, NSW (2003; 3rd edn. 2014)

ABOUT POSITIVE SOLUTIONS

[Positive Solutions](#) offers a range of services to non-profit boards throughout Australia. [Board development workshops](#) and detailed board reviews can be tailored to the needs of each organisation. To find out more about how Positive Solutions can help you, contact: info@positive-solutions.com.au or call 07 3891 3872.

THE BOOK OF THE BOARD

[The Book of the Board](#) is Australia's standard reference book for board and committee members of non-profit organisations. Authored by Positive Solutions Director, David Fishel, and currently in its third edition, The Book of the Board provides clear guidance on the role of the non-profit board, formal and legal responsibilities, and the ways in which the board can maximise its effectiveness for the organisation.

- > RRP \$59.95
- > Positive Solutions Price \$55 Inc. GST

