September 9, 2008

To whom it may concern;

Please assist my student in Sonoma State University's "Marketing and PR for Nonprofits" to complete his or her class project by developing a marketing plan for your organization.

The course, Political Science 585, is a two-unit requirement for students advancing to the Master in Public Administration degree, and a desirable elective for students wanting to enhance their understanding of the business of nonprofits.

To complete the course work by December, each student is required to develop a marketing plan with the following elements:

- Competitive positioning
- Audience segmentation
- Research and evaluation strategies
- Product, price, place, and promotions strategies and plans
- Marketing budget
- Timeline

(Please feel free to ask the student to show you the complete table of contents for the final paper.)

Hopefully, your organization recognizes the value this marketing planning opportunity affords. Please call me at 707 778 7277 if you have any questions, and I look forward to hearing soon that every one of my students has succeeded in allying with a nonprofit for this project.

Best wishes,

Susan Starbird

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