



Goodwill of South Mississippi/Goodworks

Mission and Marketing Committee

Chairman - DeAnn Alewine

Members - Allytra Perryman, Angie Juzang, Vaughn T. Rex

Richmond Vincent or designee

The Chairman of the Board of Director's shall appoint the Chairman of the Mission and Marketing Committee Chairman. The role of the Mission and Marketing Committee shall include, but not be limited to:

- ❖ Oversees development and implementation of the Marketing Plan
- ❖ Develops messaging strategy for all customer/client touch point
- ❖ Develops strategy to enhance organizations image
- ❖ Facilitates fundraising strategies
- ❖ Builds Mission awareness