



Marketing Communications Committee

Play for Life International (PFLI) is currently looking for qualified and passionate individuals to be a part of our team! PFLI uses sports to engage and empower at-risk youth to uplift, connect and build peace. Through sports, we believe we can change more than a moment, we can change the game. www.playforlife.org

The marketing communications committee provides expertise and resources to assist Play for Life International with all facets of marketing communications including branding, public relations and marketing initiatives and strategies in support of the mission of the organization. The committee's principal responsibilities are as follows:

Responsibilities:

- Development and implementation of an annual marketing plan in support of the organization's goals
- Creation and management of communications guidelines and standards, including branding, style and content
- Develop PFLI marketing tools, including key messages, testimonials, collateral, media materials and other materials as needed
- Develop media plan and conduct media outreach
- Create editorial and content for newsletter
- Develop and implement marketing plans for special events and fundraising activities
- Identify and solicit partners (other organizations, companies, etc.) to help build visibility of PFLI
- Develop and implement social media plan
- Develop materials to support fundraising efforts
- Other activities as needed

Membership is comprised of Board and non-Board members with experience and/or an interest in marketing communications and the mission of the organization.

If you are interested in participating on the committee or would like more information, please contact Barbara Correll at bcorrell@hotmail.com or 773.410.2851.



Organization: Play for Life International
Website: www.playforlife.org
Email: info@playforlife.org

Mission Statement:

Play for Life International uses sports to engage and empower at-risk youth to uplift, connect, and build peace. We believe we can change more than a moment; we can *change the game*.

Our Purpose:

Play for Life International is dedicated to helping youth build stronger communities and better lives for themselves. We reinforce our commonalities and empower youth through convening power of sport.

Our Practice:

We engage and empower at-risk youth through sustainable and substantive programming including sport-specific programs, in school and after school programs, and the coordination of equipment donation.

Our Principles:

To build character and self-esteem

To foster respect

To encourage healthy lifestyles that includes physical activity and healthy eating

To grow a sense of community

Committee term: One year with annual reviews

Looking to the Future: Play for Life is transitioning from a start-up into a mid-sized organization. PFLI intends to expand the geographic reach and scope of its services while also increasing its funding and operations.