

Special Spirit, Inc. – Marketing Plan

The organization is operating a therapeutic horseback riding program. They have tripled in size, specifically in riders, horses and volunteers since last year. The program is funded through government grants, local support from fundraisers, and promotion through various media sources i.e., TV (CNN news features with Romi Dames), print (Equestrian News, SHPOA, News articles) and internet sites.



Project Description

Marketing Plan

The organization has a business plan which is currently being implemented. It wants a full blown Marketing plan so as to sustain the level of growth and presence in the community.

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