

12.04 Outside Organization Integration

Policy:

It is the policy of Licking/Knox Goodwill Industries, Inc. to explore all marketing opportunities.

Procedure:

It is the responsibility of the marketing office to follow any lead that might offer an opportunity for coordination with another organization that may be mutually benefiting.

Opportunities shall be presented to Sr. Administrative Staff for approval and direction.

The Director of Communications shall make every effort to best serve the needs of all organizations involved.

It is the responsibility of the Marketing Department to maintain an on-going resource file.

It is the responsibility of the Director of Communications to maintain a positive presence in the community and to enhance the image of Goodwill.