



Policy Name MARKETING / PROMOTION	Policy Number: 1201
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Approved By: Management Committee	Date Revised: September 19, 2012
Classification: Promotion/Access/Marketing/Community Liaison	Page No: Page 1 of 1

POLICY

The Executive Director and the Finance Director will ensure that information is available to the community regarding the programs at The Salvation Army Agapé Hospice. Brochures, displays, advertising, educational packages, websites and the availability of a speaker's bureau will all be coordinated through the Fund Development and Communications Manager at Agapé Hospice.

On occasion, the Agapé Hospice staff will coordinate seminars, conferences and forums regarding hospice services, including palliative care, at Agapé Hospice. Such education opportunities will be made available to the palliative care community and all interested parties. These educational offerings will be approved and supported by the Management Team.