

ASSOCIATION FOR SENIOR COMMUNITIES

TEST FOR MEMBERS OF A GOVERNING BODY IN A RETIREMENT FACILITY

15. Marketing

15.1 What is the difference between marketing and public relations activities(PR) Give two examples of each

15.2 Residents cant be involved in the marketing or the PR of the facility

Yes

No

16. Communication

16.1 What are the 3 most important communication points with residents

16.2 Give us 3 popular ways to communicate with stake holders

17. Environment

17.1 List 5 of the most important environment areas which your organisation attends to

18. Fund raising

18.1 Effective fund raising can only be done with a PBO in place

Yes

No

18.2 What are the 5 most important advantages of using a PBO?

18.3 How would you manage the fund raising function
