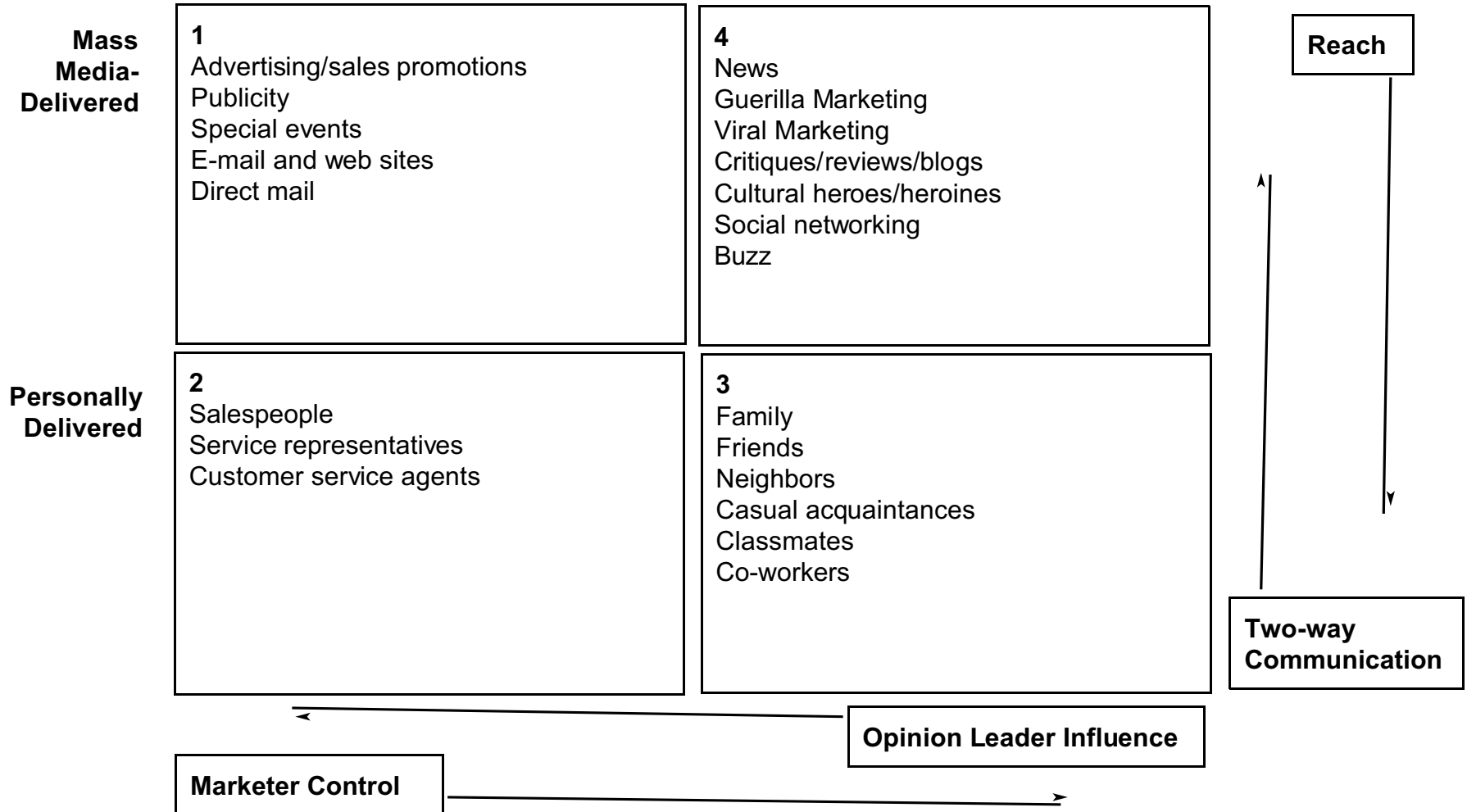


Program Diffusion



Adapted by Dena Wise from presentation by Punam Keller, Non-profit Marketing and Distribution Strategies for Investor Education: A Symposium. Tuck Executive Education at Dartmouth. Sponsored by the NASD Investor Education Foundation. May, 2007.