Suggested Marketing Campaign Calendar

This calendar offers suggestions to boost your marketing campaign efforts.   
Customize it to your needs and add in other campaigns your organization is planning.

**1 Month Until Launch**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  |  |  |  |  | 1 |  |
|  |  |  |  |  | Explore and  learn about the Program! |  |
|  |  | Email |  | Email |  |  |
|  | MegaphoneStart spreading the word! | MegaphoneSend e-mail  to staff |  | MegaphoneSend e-mail to supporters |  |  |
|  |  |  |  |  |  |  |
|  |  |  | MegaphoneSend press release to local paper |  |  |  |
|  |  |  |  |  |  |  |
|  |  | MegaphonePost flyers around town |  | MegaphonePost news in town bulletin |  |  |
|  | Meet the store manager |  |  |  |  | 30  Prepare for launch |
|  | Megaphone |  |  |  |  | Megaphone |

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**HAVE QUESTIONS? WE’RE HERE TO HELP!**

WEB **stopandshop.2givelocal.com |** EMAIL[**stopandshop@bags4mycause.com**](mailto:stopandshop@bags4mycause.com) **|** PHONE **603.380.9335**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  |  | 1 |  |  |  |  |
|  |  | RocketLaunch Day!  (Check your checklist) |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Shopping cartVisit store,  take pictures with bags |  |  | Shopping cartEncourage staff  to spread  the word |  |  |
|  | Email |  |  |  |  |  |
|  | Shopping cartSend e-mail to supporters |  | Encourage supporters  to buy two or more bags this month! |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Email  Send e-mail to supporters |  |  | 31  Celebrate! |  |  |
|  | Shopping cart |  |  | Dollar |  |  |

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**Featured Month**