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 |  |
|  |  |  |  | Icon  Description automatically generated | **EXPLORE** and learn about the Program! |  |
|  |  | Email |  | Email |  |  |
|  | **BROADCAST**MegaphoneStart sharing the news!  | MegaphoneSend e-mail to staff  |  | MegaphoneSend e-mail to supporters  |  |  |
|  |  |  |  |  |  |  |
|  |  | Icon  Description automatically generated | MegaphoneSend press release to local paper  |  |   |  |
|  |  |  |  |  |  |  |
|  |  | MegaphonePost flyers around town |  | MegaphonePost news in town bulletin |  |  |
|  | Meet the store manager |  |  |  |  | 30Prepare for launch |
|  | Megaphone |  |  |  |  | Megaphone |

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

WEB **hy-vee.2givelocal.com |** EMAIL**hy-vee@bags4mycause.com** **|** PHONE **603.380.9346**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  |  | 1 |  |  |  |  |
|  | Logo, icon  Description automatically generated | **LAUNCH** 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 | A picture containing device, gauge  Description automatically generated | **IGNITE** supporters to buy two or more bags! |  |   |  |
|  |  |   |  |  |  |  |
|  |  |  |  |  |  |  |
|  | EmailSend e-mail to supporters |  |  | 31 |  |  |
|  | Shopping cart |  |  |  |  |  |

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**Featured Month 1**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |
|  |  | 1 |  |  |  |  |
|  | Icon  Description automatically generated | **CRUISING!**Check-in with stores |  |  |  |  |
|  |  |  |  |  |  |  |
|  | Shopping cartRemind supporters |  |  | Shopping cartKeep spreading the word  |  |  |
|  | Email | A picture containing text  Description automatically generated |  |  |  |  |
|  | Shopping cartSend e-mail to supporters |  | **BOOST** supporters to buy two or more bags this month! |  |   |  |
|  |  |   |  |  |  |  |
|  |  |  |  |  |  |  |
|  | EmailSend e-mail to supporters |  | Icon  Description automatically generated | 31**ENJOY!** |  |  |
|  |  |  |  |  |  |  |

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**Featured Month 2**