















Suggested Marketing Campaign Calendar

1 Month Until Launch

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	
	 Start spreading the word! 	 Send e-mail to staff 		 Send e-mail to supporters 		
			 Send press release to local paper 			
		Post flyers around town 		Post news in town bulletin 		
	 Meet the store manager 					 30 Prepare for launch 


















HAVE QUESTIONS? WE'RE HERE TO HELP!

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Featured Month

		 1 Launch Day! (Check your checklist) 				
	 Visit store, take pictures with bags 			Encourage staff to spread the word 		
	 Send e-mail to supporters 		 Encourage supporters to buy two or more bags this month!			
						
	  Send e-mail to supporters 			 31 Celebrate! 		

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