

SAMPLE MARKETING PLAN

Family Circus

Event Name

Julie O.

julie@email.com

123.456.7890

Event Contact Person

Email

Phone

Saturday, October 2, 10:00 am - 3:00 pm

Campus

Date/Time of Event

Location

free community event - includes food, inflatables, kids' activities, building tours, pony rides, and so on

Additional Information

BULLETIN DATE/ WEEKS OUT	8/21 6	8/28 5	9/4 4	9/11 3	9/18 2	9/25 1
BULLETIN	introductory blurb	volunteer invite	one-sentence reminder	volunteer invite	invite cards available	not too late to get involved
ENEWS	save-the-date blurb	include in "upcoming" sidebar	"upcoming" continued	"upcoming" continued	donation reminders	e-vite link
DIGITAL SIGN				community invite	invite continued	invite continued
VIDEO ANNOUNCE	save-the-date and call for volunteers		brief mention		brief mention	
FACEBOOK	call for volunteers	link to circus story video	what's your favorite circus act?	pay-per-click ad	ad continued	ad continued
WEBSITE			feature on homepage links to page with details	continued	continued	continued
LOBBY POSTERS			poster installed	continued	continued	continued