

# Marketing Calendar:

## ALL MAJOR HOLIDAYS & EVENTS

- 4 Months Ahead -** Scripture and Study Planning
- Event Decisions
- Outreach Decisions
- 3 Months Ahead -** Marketing Plan
- Flyers • Post Cards • Posters • Door Hangers
  - Banners • Social Media • Invites
- Marketing Design of Major Theme Graphics
- What conveys the heart of our message?
- 2 Months Ahead -** Creation of the Marketing Pieces
- 10-15 Working Days for Mailings
- 7-10 Working Days printed production
- 3-5 Working days for digital media
- 1 Month Ahead -** Marketing Material Available to hand out
- Worship Folder Inserts
- Posters in Church
- Posters in Community
- Post Card/Invites in the Hands of Congregation
- \* Challenge 10 invites per person!
- Two Weeks Out -** REMIND REMIND REMIND
- One Week Out -** REMIND REMIND REMIND