

Communication Event Planning Timeline

- Suggestions for Marketing & Volunteer Communication -

Please note that some of these times may vary per event.

Shelley's email: contact@sequoyaapt.org

| Due Date | Timing | task |
|---------------|----------------------------|---|
| end of August | | <ul style="list-style-type: none"> • Create paragraph introduction (send to Shelley) • Receive Volunteer Sign Up List from curriculum night (Shelley) |
| | 1 month ahead of the event | <ul style="list-style-type: none"> • Introduction package goes out in Twigs and Sequoya's Campus Connection • Set up Sign Up Genius and send to initial volunteers (find instructions for set up www.SequoyaAPT.org > Resources > Event Chair Toolbox) • Give Sign Up Genius link to Shelley for website |
| | 3 weeks ahead of the event | <ul style="list-style-type: none"> • First promotional flier/marketing material goes out in Twigs and Campus Connection email • If needed, request more volunteers and request to make sign up genius available via text, Campus Connection emails (if applicable) |
| | 2 weeks ahead of the event | <ul style="list-style-type: none"> • Second promotional flier/marketing material goes out in Twigs and Campus Connection • Request in office for Ms. Leiper to include with morning announcements |
| | 1 week ahead of the event | <ul style="list-style-type: none"> • Final promotional flier/marketing material goes out in Twigs and Campus Connection • Utilize Rolling Boards (if applicable) |

Resources:

- The Twigs - publication goes out in Monday folders. Information should be given to Millie (mspilman@susd.org) the Wednesday prior to publication.
- Sequoya's Campus Connection - email sent out every Friday before the first of the next month. Information should be sent to Shelley by noon on the Wednesday prior. Please use this source of communication as a high level form of promoting your event using no more than 3 sentences and linking to the website for more information.
- Website/Social Media - email Shelley any updates or fliers for your event to be posted on the website or any of the social media avenues (Facebook, Instagram, Twitter, and LinkedIn)
- SignUp Genius website - <http://www.signupgenius.com/>
- Need help **with** creating the marketing pieces, contact Shelley about a month a half prior to the event.