**Appendix G**

**Sample Marketing Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Date needed** | **Live date** | **Cost** |
| Direct mail promotional flyer – Provide at association events. |  |  |  |
| Email blast to members announcing Call for Applications Open (if available).  |  |  |  |
| Association newsletter advertisement. | Run ad in issue 1 month prior to opening for Call for Applications.Run add in next issue when Call for Applications is open. |  |  |
| Association website – front-page highlight, if applicable. “Call for Applications Open!” | When Call for Applications is open |  |  |
| Instagram story (live video to association’s Instagram site).  | When Call for Applications period opens. |  |  |
| Instagram post. | 15 days later. |  |  |
| Facebook post to association’s page. Boost, if funds are available. Encourage committee members to share post. | When Call for Applications period opens. |  | $100 to boost.  |
| Facebook post. | 15 days later. |  | $100 to boost. |
| Facebook post.  | 15 days later. |  | $100 to boost.  |
| Facebook post. | 15 days later. |  | $100 to boost.  |
| Facebook post.  | 15 days later. |  | $100 to boost.  |
| Twitter – Tweet announcing Call for Applications. Encourage committee members to retweet. | Call for Applications period opens. |  |  |
| Tweet | 15 days later |  |  |