



SAMPLE COMMUNICATION PLAN

Here is a layout of what your 4 week plan could look like for packing the house and ensuring a great turnout!

Weeks Until Event	Email Outreach	Text Alerts	Phone Tree	Social Media	Local Media PR	Posters & Flyers	Additional Outreach
<p>4</p> <p>Week of ___ / ___</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Send dedicated email with calendar invite to all supporters <p><i>Don't forget to attach a copy of the event flyer!</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Send a text with link to your Facebook event page <p><i>Supporters can learn more about the upcoming event!</i></p>	<p>Phone tree will begin 1 week prior to event</p>	<p><i>Post, Post, Post!</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Create a dedicated event page on Facebook. This will help you promote and track anticipated attendance 	<ul style="list-style-type: none"> <input type="checkbox"/> Write a short press release and/or email (include the event flyer) and send to local media (TV stations, radio, local community paper etc.) 	<ul style="list-style-type: none"> <input type="checkbox"/> Hang up posters in common spaces at your organization and around town <input type="checkbox"/> Ask group leaders to distribute/post flyers 	<ul style="list-style-type: none"> <input type="checkbox"/> Update website or event calendar to highlight the event date/time
<p>3</p> <p>Week of ___ / ___</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Promote fundraiser with a section highlighting the event in your emailed newsletter 	<ul style="list-style-type: none"> <input type="checkbox"/> Send a text asking members if they would help to hand out flyers 	<p>Phone tree will begin 1 week prior to event</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Post about your favorite dish at Panda Express and encourage members to sign up on the Facebook event page 	<ul style="list-style-type: none"> <input type="checkbox"/> Send a follow up email request to media outlets to ask for their support in helping you spread the word of the upcoming event 	<ul style="list-style-type: none"> <input type="checkbox"/> Check in with leaders to see how flyer distribution is going. Provide more flyers, if needed 	<ul style="list-style-type: none"> <input type="checkbox"/> Include a flyer in your direct mail newsletter <input type="checkbox"/> Provide members with an email template they can use to send out to their contacts inviting them to attend the event!
<p>2</p> <p>Week of ___ / ___</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Email a calendar request to all contacts and group members. <p><i>Don't forget to insert a link to the event flyer!</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Send a text with the flyer image and ask group members to forward it everyone they know 	<p>Phone tree will begin 1 week prior to event</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Remind supporters of their ordering options. (online, carry out, dine in and catering) <input type="checkbox"/> Post a link to the Panda Express menu 	<ul style="list-style-type: none"> <input type="checkbox"/> If you haven't heard back from the media contacts, reach back out again 	<ul style="list-style-type: none"> <input type="checkbox"/> Hang up a second round of posters <input type="checkbox"/> Hand out flyers at all group sponsored events this week 	<ul style="list-style-type: none"> <input type="checkbox"/> Create an event contest (i.e. the supporter to bring the most guests with them wins a prize!)



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<p>1</p> <p>Week of ___ / ___</p>	<p><input type="checkbox"/> Send an email encouraging guests to come, and bring as many people as they can.</p> <p><i>Include a link to your Facebook page for sign ups!</i></p>	<p><input type="checkbox"/> Send a text letting supporters know you're looking forward to seeing them next week</p>	<p><input type="checkbox"/> Start a phone tree to call supporters and remind them of the event</p>	<p><input type="checkbox"/> Engage supporters by asking what their favorite Panda dish is</p> <p><input type="checkbox"/> Ask supporters to like your Facebook event page or tweet they are planning to attend</p>	<p><input type="checkbox"/> Send contacts a reminder about the event date and ask them to include the event in their "upcoming events" calendar</p>	<p><input type="checkbox"/> Ask supporters (in your phone tree or via e-mail) if anyone has an event coming up where they can hang up posters and/or distribute flyers</p>	<p><input type="checkbox"/> Your Panda Express store team is here to help. Don't be afraid to reach out and see what resources are available to help promote your fundraiser</p>
<p>Event Week</p> <p>Week of ___ / ___</p> <p>Event Day ___</p>	<p><input type="checkbox"/> Send a final email reminder out the night before the event</p> <p><i>Remind supporters to bring their flyer hard copy or image on phone!</i></p>	<p><input type="checkbox"/> Send out a final text the morning of the event</p> <p><i>Remind supporters they can order online!</i></p>	<p><input type="checkbox"/> The night before the event ask your leaders to make calls to people they know</p> <p><i>Excellent opportunity to ask for last minute flyer distribution help!</i></p>	<p><input type="checkbox"/> Post a couple of times on all of your channels (Twitter, Facebook and Instagram).</p> <p><i>Link to the event flyer and remind supporters to bring it with them. Push the details on time and place!</i></p>	<p><input type="checkbox"/> A few days before the event, call contacts to ensure they are spreading the word.</p>	<p><input type="checkbox"/> On event day hang up the 'Fundraiser Today' poster at your organization and neighboring businesses who are willing to help promote</p> <p><i>Reminder for event day: Panda Express does not allow flyers to be handed out on site during the event.</i></p>	<p><input type="checkbox"/> During the event 'check in' on Facebook or tweet what your doing. Tag a few supporters who are also there with you!</p>