

CHAPTER MARKETING CALENDAR 2010-2011

| MONTH | DAY | TASK | ASSIGNED TO | BUDGET | RESULTS |
|--------------|------------|---|--------------------|---------------|----------------|
| MAY | | Press Release - new officers | | | |
| | | Press Release - results of regional contest | | | |
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| | | | | | |
| JUNE | | update databases | | | |
| | | promote any summer chorus activities | | | |
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| JULY | | | | | |
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| AUGUST | | Press Release Buckeye Harmony Camp | | | |
| | | Buckeye Harmony Camp | | | |
| | | press release for annual show | | | |
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| SEPTEMBER | | press release for Harmony Weekend | | | |
| | | press release for annual show | | | |
| | | attend harmony weekend | | | |
| | | promote Glee initiative on website/facebook/twitter | | | |
| | | | | | |
| OCTOBER | | Press Release for International | | | |
| | | Attend International | | | |
| | | create holiday grams promo materials | | | |
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|----------|-----|---|-------------|--------|---------|
| NOVEMBER | | | | | |
| | | Press Release Christmas performances | | | |
| | | Press Release Holiday grams | | | |
| | | release promo materials - holiday grams | | | |
| | | create open house promo materials | | | |
| DECEMBER | | | | | |
| | | Holiday Celebration | | | |
| | | create Singing Valentine promo materials | | | |
| | | distribute open house promo materials | | | |
| | | | | | |
| JANUARY | | | | | |
| | | Press Release - Harmony Weekend | | | |
| | | Press Release - Singing Valentines | | | |
| | | release promo materials - holiday grams | | | |
| | | open house | | | |
| FEBRUARY | | | | | |
| | | continue to promote membership campaign | | | |
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| MARCH | | | | | |
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| APRIL | | | | | |
| | | Press Release announcing Family & Friends | | | |
| | | Press Release - Regional Contest | | | |