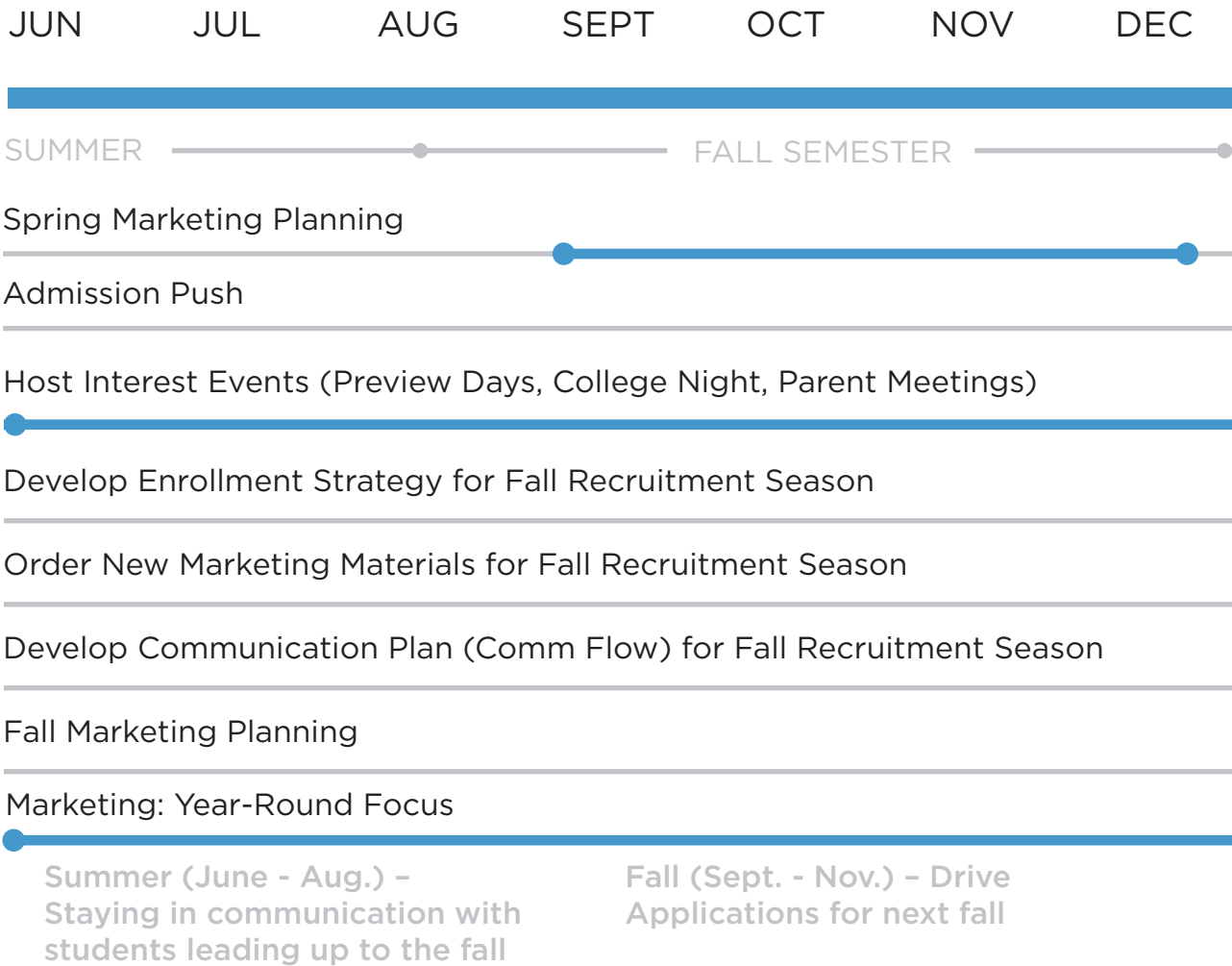


Annual Marketing Planning Calendar

As a member of your church organization, you understand the importance of planning ahead. The same concept applies to your site. Planning out your marketing efforts for the upcoming year can save you from stress when recruitment season rolls around or when a new semester starts. We recommend setting aside a time over the summer to map out the academic year. To help with this process, we've outlined the most important marketing items to focus on throughout the year.



JAN

FEB

MAR

APRIL

MAY

JUN

JUL

SPRING SEMESTER

SUMMER

Winter (Dec. - Feb.) -
Drive students to
complete their
application & get
accepted

Spring (Mar. - May) - Getting
students to commit to
your site