

St. William Catholic School
School Marketing Plan - Calendar
2008 – 2009

January

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Mail postcards advertising open house/registration meeting – early January
- Finalize Catholic Schools week Open house
- Run add in the Michigan Catholic for open house/registration meeting
- Run add in the Oakland Press for open house/registration meeting
- Start working on budget
- Draft registration materials
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February

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Finalize registration/distribute with registration fee due March
- Finalize dates for additional open houses
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March

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Collect fees for registration
- Finalize budget
- Plan and gather volunteers for final open house
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April

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
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May

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Visit Walled Lake City offices – register for Race weekend (June 14 & 15), Beach Day (July 26), and Market Day (last Sunday in August)
 - See Jenelle – no charge as non-profit
 - Corner plots are good
- Find volunteer to man Race Day – get materials

June

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Find volunteers to man W.L. Beach Day
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July

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Find volunteers to man W.L. Market Days
- Beach day – June 2nd –gather materials
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August

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Market day is last Sunday of August – gather materials
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September

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
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October

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
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November

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Update tri-fold – print – original on file with Densie
- Create postcard for mailing – print – original on file with Denise
- Set date for registration for postcard
- Contact local parishes – post open houses and reg dates

December

- Weekly school blurb in bulletin – due 10 days before print
- Monthly school blurb in the Lake Vicariate – due
- Plan 1st open house – during Catholic Schools week
- Set additional dates for open houses
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