The Communications Calendar

The following are three communications calendars with different approaches to attracting and engaging participants. The first example details suggestions for a future event that is announced and open to registration at the current year's event (12 month schedule), the 2nd details a 6 month schedule and the 3rd details a 90 day schedule.

Event Registration Launched at current year's Event (12 months prior)

TOPIC	FREQUENCY / TIMING	TARGETED AUDIENCE	CONTENT
Event Announcement	On event at current year Event booth with paper registration forms / checklist of current year participants	Current year participants and supporters	Register today for next year for Free! (or deeply discounted)
Event announcement	Day after current year event	Past participants & donors / constituents in local area	Event info and $x off discount code that expires in 30 days
Registration thank you	Instant Auto-responder	Each registrant	confirmation
TR 1st follow up	3 days after reg	Each registrant	Mission based story (50 words or less with link to site page with full story).
TR 2nd follow up	7 days after reg	Each registrant	
TR 3rd follow up	14 days after reg	Each registrant	Conditionalized content based on: (personal page updated?, emails sent, amount raised)
TR 4th follow up	28 days after reg	Each registrant	
Monthly team captain emails	Monthly starting 6 months prior to event	Team captains	'insider' info to captains
Monthly emails	Monthly (1 week after tc's)	All participants	Spotlight on a participant (how they are raising funds / team captain, etc) General event info w/ top fundraisers Conditionalized content based on: (personal page updated?, emails sent, amount raised)
Pre-event info	1 week prior to event	All participants	Event logistics, etc
Post event followup and survey	1 -2 weeks after event	All participants	Thank you and survey link

Event Registration Launched 6 months prior to the event

TOPIC	FREQUENCY / TIMING	TARGETED AUDIENCE	CONTENT
Event announcement	Once TR is built	Past participants & donors / constituents in local area	Event info and $x off discount code that expires in 20 days
Registration thank you	Instant Auto-responder	Each registrant	confirmation
Monthly emails	Monthly	All participants	Mission based story (50 words or less with link to site page with full story). Spotlight on a participant (how they are raising funds / team captain, etc) Conditionalized content based on: (personal page updated?, emails sent, amount raised)
Pre-event info	1 week prior to event	All participants	Event logistics, etc
Post event followup and survey	1 -2 weeks after event	All participants	Thank you and survey link

Event Registration Launched 90 days prior to the event

TOPIC	FREQUENCY / TIMING	TARGETED AUDIENCE	CONTENT
Event announcement	Once TR is built	Past participants & donors / constituents in local area	Event info and $x off discount code that expires in 10 days
Registration thank you	Instant Auto-responder	Each registrant	confirmation
Weekly update	Weekly	All participants	Mission based story (50 words or less with link to site). Spotlight on a participant (how they are raising funds / team captain, etc) Conditionalized content based on: (personal page updated?, emails sent, amount raised)
Pre-event info	1 week prior to event	All participants	Event logistics, etc
Post event followup and survey	1 -2 weeks after event	All participants	Thank you and survey link

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