| PR Date Item |                                                     | Marketing/Design |                                                            | Website |                                              | Grant Writing |                                                        | Additional |                                                                 |  |
|--------------|-----------------------------------------------------|------------------|------------------------------------------------------------|---------|----------------------------------------------|---------------|--------------------------------------------------------|------------|-----------------------------------------------------------------|--|
|              |                                                     | Date             | Item                                                       | Date    | Item                                         | Date          | Item                                                   | Date       | Item                                                            |  |
|              |                                                     |                  |                                                            |         | January                                      |               |                                                        |            |                                                                 |  |
| 1/1          | Develop Story Ideas<br>for PR plan                  | 1/1              | Create new brand look                                      | 1/1     | Take stock of<br>website and<br>develop plan | 1/1           | Search for Potential<br>Donors                         | 1/1        | Contact key employees/volunteers and perform audit of materials |  |
| 1/10         | Write/Develop<br>Boilerplate text                   | 1/10             | Collect all print materials and develop a 're-design' plan |         |                                              |               |                                                        |            |                                                                 |  |
| 1/15         | Write/Develop<br>Graphic Standards<br>Manual (Text) |                  |                                                            |         |                                              |               |                                                        |            |                                                                 |  |
|              |                                                     |                  |                                                            |         | February                                     |               |                                                        |            |                                                                 |  |
| 2/1          | Develop and Send<br>out Press Releases              | 2/1              | Redevelop Brochure with new look                           | 2/1     | Add new features to website                  | 2/1           | Collect information for<br>Common Grant<br>Application | 2/1        | Join committees/group<br>to benefit organization                |  |
|              |                                                     | 2/5              | Write/Develop Graphic<br>Standards Manual (Colors)         | 2/15    | Develop new<br>website look                  | 2/10          | Write CGA Application                                  |            |                                                                 |  |
|              |                                                     |                  |                                                            |         | March                                        |               |                                                        |            |                                                                 |  |
| 2/4          | Collect client stories                              | 2/4              | Develop corporate sponsor                                  | 2 /1    | Incorporate new                              | 2/4           | Finish grant nasket                                    | 2/1        | Develop Corporate                                               |  |

| 3/1  | Collect client stories                             | 3/1 | Develop corporate sponsor packets | 3/1 | Incorporate new design | 3/1 | Finish grant packet | 1 3/1 | Develop Corporate<br>Sponsor plan of action |
|------|----------------------------------------------------|-----|-----------------------------------|-----|------------------------|-----|---------------------|-------|---------------------------------------------|
| 3/10 | Post stories to<br>Yourhub.com/ blog<br>/ Facebook |     |                                   |     |                        |     |                     |       |                                             |

|     |                                                    |     |                       |      | April                                    |     |                 |     |                                                                        |
|-----|----------------------------------------------------|-----|-----------------------|------|------------------------------------------|-----|-----------------|-----|------------------------------------------------------------------------|
| 4/1 | Post stories to<br>Yourhub.com/ blog<br>/ Facebook | 4/1 | Develop Newsletter    | 4/1  | Finish New Design                        | 4/1 | Send out grants | 4/1 | Attend events as needed/serve on committees/take photography as needed |
|     |                                                    |     |                       |      | May                                      |     |                 |     |                                                                        |
| 5/1 | Post stories to<br>Yourhub.com/blog/<br>Facebook   | 5/1 | Send out Newsletter   | 5/1  | Develop blog items/ new page information | 5/1 | Send out grants | 5/1 | Attend events as needed/serve on committees/take photography as needed |
|     |                                                    |     |                       |      | June                                     |     |                 |     |                                                                        |
| 6/1 | Post stories to<br>Yourhub.com/ blog<br>/ Facebook | 6/1 | Develop Annual Report | 6/1  | Work on SEO                              | 6/1 | Send out grants | 6/1 | Attend events as needed/serve on committees/take photography as needed |
|     |                                                    |     |                       | 6/10 | Add new blog<br>entries                  |     |                 |     |                                                                        |
|     |                                                    |     |                       | 6/20 | Work on new                              |     |                 |     |                                                                        |
|     |                                                    |     |                       |      | July                                     |     |                 |     |                                                                        |
| 7/1 | Post stories to<br>Yourhub.com/ blog<br>/ Facebook | 7/1 | Finish Annual Report  | 7/1  | Work on SEO                              | 7/1 | Send out grants | 7/1 | Attend events as needed/serve on committees/take photography as needed |

|      |                                                    | 7/10 | Begin eNewsletter Design | 7/10 | Add new blog entries                                         |      |                 |      |                                                                        |
|------|----------------------------------------------------|------|--------------------------|------|--------------------------------------------------------------|------|-----------------|------|------------------------------------------------------------------------|
|      |                                                    |      |                          |      | August                                                       |      |                 |      |                                                                        |
| 8/1  | Post stories to<br>Yourhub.com/ blog<br>/ Facebook | 8/1  | Send out eNewsletter     | 8/1  | Work on SEO                                                  | 8/1  | Send out grants | 8/1  | Attend events as needed/serve on committees/take photography as needed |
|      |                                                    |      |                          | 8/10 | Add new blog entries                                         |      |                 |      |                                                                        |
|      |                                                    |      |                          |      | September                                                    |      |                 |      |                                                                        |
| 9/1  | Post stories to<br>Yourhub.com/ blog<br>/ Facebook | 9/1  | Send out eNewsletter     | 9/1  | Keep site<br>updated/add new<br>blog items/ add<br>new pages | 9/1  | Send out grants | 9/1  | Attend events as needed/serve on committees/take photography as needed |
|      |                                                    |      |                          |      | October                                                      |      |                 |      |                                                                        |
| 10/1 | Post stories to<br>Yourhub.com/ blog<br>/ Facebook | 10/1 | Send out eNewsletter     | 10/1 | Keep site<br>updated/add new<br>blog items/ add<br>new pages | 10/1 | Send out grants | 10/1 | Attend events as needed/serve on committees/take photography as needed |

| 10/5 | Write Annual<br>Appeal Letter | 10/5 | Send out Newsletter with holiday donor focus |  |  |  |  |  |  |
|------|-------------------------------|------|----------------------------------------------|--|--|--|--|--|--|
|------|-------------------------------|------|----------------------------------------------|--|--|--|--|--|--|

#### November

| Post stories to<br>Yourhub.com/ blog<br>/ Facebook | 11/1  | Send out eNewsletter                            | 11/1 | Keep site<br>updated/add new<br>blog items/ add<br>new pages | 111/1 | Develop new grant plan/packet focus | 11/1 | Attend events as needed/serve on committees/take photography as needed |
|----------------------------------------------------|-------|-------------------------------------------------|------|--------------------------------------------------------------|-------|-------------------------------------|------|------------------------------------------------------------------------|
|                                                    | 111/5 | Design Annual Appeal Letter and Send to Printer |      |                                                              |       |                                     |      |                                                                        |

#### December

| 12/1 | Post stories to Yourhub.com/ blog / Facebook | 12/1 | Send out eNewsletter | 12/1 | Keep site<br>updated/add new<br>blog items/ add<br>new pages | 12/1 | Develop new CGA with updated focus | 12/1 | Attend events as needed/serve on committees/take photography as needed |  |
|------|----------------------------------------------|------|----------------------|------|--------------------------------------------------------------|------|------------------------------------|------|------------------------------------------------------------------------|--|
|------|----------------------------------------------|------|----------------------|------|--------------------------------------------------------------|------|------------------------------------|------|------------------------------------------------------------------------|--|