



ANGEL SCHOLARSHIP FUND

Turning taxes into tuition with the Catholic Community Foundation

SAMPLE 6-WEEK MARKETING CALENDAR

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
PRINT COMMUNICATIONS:						
DIRECT MAIL						
Send Personalized Letter, "Our Future" Flyer, Contribution Form, Return Envelope	❖					
BULLETIN + PRINT COMMUNICATIONS (Also applies to electronic bulletins and communication packets)						
Post an Angel Scholarship Fund message in bulletin or in school communications	❖	❖	❖	❖	❖	❖
Insert "Tax Scenario" Flyer in bulletin or school communication packet		❖				
Insert "Infographic" Flyer in bulletin or school communication packet				❖		
TRIFOLD BROCHURE						
Place stack of Trifold Brochures at all church entrances	❖	❖	❖	❖	❖	❖
Insert Trifold Brochure in school communications packet				❖		
PULPIT ANNOUNCEMENT						
Include Angel Scholarship Fund in weekly pulpit announcements	❖	❖	❖	❖	❖	❖
ELECTRONIC COMMUNICATIONS:						
WEBSITE						
Add Angel Scholarship Fund messaging, Contribution Link (www.catholiccommunity.org/angel-contribution), and short Custom Video that you create to your website	❖					
SOCIAL MEDIA						
Post Angel Scholarship messages	2x week	2x week	2x week	2x week	2x week	2x week
EMAIL						
Send personalized email message with Bishop Malesic Video			❖			
Send personalized email message with Explainer Video						❖