**SAMPLE PLANNING CALENDAR FOR MARCH 19 WALK-INS**

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| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| 10 | 11Form a planning committee | 12Select speakersOutreach to community, members, parents to participateEngage school administrationSelect sites (schools, district offices) | 13Draft media planReminder calls, emails & texts | 14Finalize and prep speakersID photographers and social media point people for each event | 15Canvass the neighborhood to drive turnout, increase interest and secure commitments | 16 |
| 17Submit updates on planned Walk-ins to NEAPitch media. | 18Reminder calls, emails, texts to build turnout.Pitch media. | 19**WALK-INS** | **20**Continue to tell your story online and to the mediaThank supporters and tell them to stay tuned.Share photos, media and highlights w/ NEA. | 21Continue to tell your story online and to the media.Thank supporters and tell them to stay tuned. | 22 | 23 |