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

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