

[INSERT SCHOOL NAME]

[Insert main contact, title]

School Marketing Plan for [Insert Date Range]

(3-5) Key Messages about [INSERT SCHOOL NAME]:

- 1.
- 2.
- 3.
- 4.
- 5.

AUDIENCE	MESSAGE(S) <i>(List key messages that matter most to this audience?)</i>	MEDIUM(S) <i>(How will this audience best hear the message(s)?)</i>	EVALUATION TOOL <i>(How do we know this audience is listening?)</i>	RELATIONSHIP <i>(How do we build a relationship with this audience?)</i>

Timeline:

(Schedule existing activities, programs and events, new ideas, evaluation methods and relationship strategies and assign a lead for each project).

Date: _____ **Project:** _____ **Lead:** _____ **Status as of [insert date]** **Complete** ✓

August

September

October

November

December

January

February

March

April

May

June

July