**Marketing Plan for spring 2016 We’re Ready! Workshops**

**Project Phase 2 Goal:** Implementing the Neighbourhood Disaster Program Pilot Project.

**Marketing Plan Objectives:**

* To gain community awareness of the ‘We’re Ready! Project.
* To enlist participants for the May 28 and May 29 workshops (40 per workshop)

**Marketing Plan:**

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| **Activity** | **Timeframe** | **Responsibility** | **Budget** |
| Radio Interviews (Sun Country and AM1140) | Week of May 16, public service announcements from May 16th until event | Gayelle and Judy | $0 |
| Flyers (door to door delivery)   * needs to be designed and printed | Week of April 15th | Whole committee for delivery or hire a delivery person | $300 (design and printing)  $200 (delivery) |
| Newspaper story | Week of April 15 and week of May 16 | Gayelle and Judy | $0 |
| Our High River website | Week of April 15 and week of May 16 | Judy | $0 |
| FCSS E-Mail Fan Out | April and May | Judy | $0 |
| Posters about Town | April 1 | Whole committee for delivery and hanging | $200 (design and printing)  $100 (delivery) |
| Foothills Immigrants Services Fan Out | April and May | Lisa and Mary-Joy | $100 (flyers or email) |
| Filipino Association | April and May | Lisa and Mary-Joy | $100 (flyers or email) |
| Ministerial Association | April and May | Gayelle and Judy | $25 (flyers) |
| Community Organizations (Library, hospital, Narrow Road Home, schools, Chamber of Commerce, Manor, etc.) | April and May | Whole committee for delivery of flyers and posters/or hire a delivery person | $100 (delivery) |
| **Total Budget** | | | **$1,125.00\*** |

\*Budget has 2 categories: 1. design and printing and 2. delivery of flyers and posters