

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:

Activity	Timeframe	Responsibility	Budget
Radio Interviews (Sun Country and AM1140)	Week of May 16, public service announcements from May 16 th until event	Gayelle and Judy	\$0
Flyers (door to door delivery) <ul style="list-style-type: none"> • needs to be designed and printed 	Week of April 15 th	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