

**Northeast Florida PCC
2018 Marketing Plan**

Event Month	Event	Channel	Who	Due Date
Jan	Breakfast	Email Blast	Dee	2-Jan
	Outreach	Qtrly Newsletter		1-Feb
Feb	Breakfast 2/14	Mailer	Dina	24-Jan
	Breakfast 2/14 Outreach	Mailer samples for Sales team Email Blast Outreach to Absent Members	Dee (Dina to provide jpg) Ginger	31-Jan 1/29 week
March	Breakfast 3/14	Mailer	Dina	21-Feb
	Breakfast 3/14	Email Blast	Dee (Dina to provide jpg)	28-Feb
	Outreach	Outreach to Absent Members	Ginger	2/26 week
April	Breakfast 4/11	Mailer	Dina	21-Mar
	Breakfast 4/11	Email Blast	Dee (Dina to provide jpg)	28-Mar
	Outreach	Outreach to Absent Members	Ginger	3/26 week
	Outreach	Qtrly Newsletter		4/1/2017
May	Golf Tour 5/4	Email Blast	Dee	
	Golf Tourn 5/4	Flyer for March Breakfast	Dina with Dan	10-Mar
July	Bball Game	Email Blast	Dee	5/19 & 6/29
	Bball Game	Mailer to our smaller list	Dina	1-Jun
	Outreach	Qtrly Newsletter		1-Jul
August	Breakfast 8/8	Mailer	Dina	17-Jul
	Breakfast 8/8	Email Blast	Dee (Dina to provide jpg)	25-Jul
	Breakfast 8/8	Outreach to Absent Members	Ginger	week of 7/23
Sept	PCC Day 9/27	Save the Date Mailer	Chris & Dina	17-Aug
	PCC Day	Vendor Email	Chris	10-May
	PCC Day	Mailer	Chris & Dina	7-Sep
	PCC Day	Flyer to hand out at Aug Breakfast	Chris & Dina	6-Aug
	PCC Day	Email Blast	Dee (Dina to provide jpg)	14-Sep
	PCC Day	Passport Booklet for day of event	Chris & Dina	25-Sep
	PCC Day	Table Tents	Chris & Dina	25-Sep
	PCC Day	Banners	Chris & Dina	25-Sep
	PCC Day	Signage for day of	Chris & Dina	25-Sep
Oct	Breakfast 10/10	Mailer	Dina	19-Sep
	Breakfast 10/10	Email Blast	Dee (Dina to provide jpg)	26-Sep
	Breakfast 10/10	Outreach to Absent Members	Ginger	9/24 week
	Outreach	Qtrly Newsletter		1-Oct
Nov	Breakfast 11/14	Mailer	Dina	24-Oct
	Breakfast 11/14	Email Blast	Dee (Dina to provide jpg)	31-Oct
	Breakfast 11/14	Outreach to Absent Members	Ginger	10/29 week
Dec	Holiday Luncheon 12/7	Save the Date Mailer	Dina	1-Nov
	Holiday Luncheon 12/7	Mailer	Dina	16-Nov
	Holiday Luncheon 12/7	Email Blast	Dee (Dina to provide jpg)	26-Nov
	Annual Report	Mailer	Dina	1-Dec