

# 2019 REACH CALENDAR

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# 2019 Reach Calendar

## Goals:

1. Attempt outbound reach of 20+ contacts per work day.
2. Connect with 50% of the attempts you make.
3. Book 10-50% of the contacts that you connect with.

This reach calendar is a guide to help you plan out your sales and marketing strategy for the year.

Every first of the month, hold a marketing and sales strategy meeting. In that meeting, you will discuss the promotions for the next 90 days:

- 90 days prior, discuss and decide what promotions you will run 90 days from now
- 60 days prior, develop the collateral for the promotions you have decided to run in 60 days
- 30 Days out, All out sales & marketing effort for next month.

Outbound efforts listed within the calendar should be conducted during that week of the month.

## Primary Focus:

### Centers without alcohol

<b>Youth</b> - field trips, lock ins, end of year school parties	40%	8 contacts per day	Any prior year events 30-45 days out Sports teams, schools, day cares, YMCA, scouts
<b>Companies/Adult Groups</b> - summer picnics, holiday parties, team building	30%	6 contacts per day	Any prior year events 30-45 days out Human Resources, Marketing, Team building, Sales Departments
<b>Churches</b> - lock ins, end of year parties, family nights, youth groups	20%	4 contacts per day	Any prior year events 30-45 days out Weekly bible studies, singles groups, youth groups, after church social events, family days
<b>Fundraisers</b> - non-profit groups and organizations that need to raise money in your community.	10%	2 contacts per day	Any prior year events 30-45 days out Non-profit organizations (Leukemia & Lymphoma Society, Children's Miracle Network, Susan G. Komen), school organizations (band, drill team, choir, sports)

### Centers with alcohol

<b>Companies/Adult Groups</b> - summer picnics, holiday parties, team building	40%	8 contacts per day	Any prior year events 30-45 days out Human Resources, Marketing, Team building, Sales Teams, adult sports teams
<b>Youth</b> - field trips, lock ins, end of year school parties, youth groups	30%	6 contacts per day	Any prior year events 30-45 days out Weekly bible studies, singles groups, youth groups, after church social events, family days
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# Who to Reach

Don't forget to utilize your local chamber and city website for a directory of names and services in your area!

## Youth Groups

- Elementary Schools
- Middle Schools
- High Schools
- Sports Teams (baseball, basketball, football, hockey, rugby)
- Bands
- Choirs
- Drill/Cheer Teams
- School Clubs
- Boys & Girls Club
- YMCA
- Day Cares
- Girl Scouts of America
- Boy Scouts of America
- Home School Organizations
- FFA
- 4-H Club
- D.E.C.A
- Kindergarten Graduation
- Booster Clubs
- PTO/PTA
- Mom's Play Groups
- Project Prom/Grad

## Companies & Adult Groups

- Human Resources
- Dentists
- Accountants
- Chamber of Commerce
- Retail Stores
- Hospitals
- Banks
- Advertising & Media Services
- Car Dealerships
- Mechanics
- College Departments
- College Organizations
- Hotels
- Doctors Offices
- Rotary Club
- Junior League
- Red Hat Society
- Police/Fire/EMS Department
- Local Government Offices
- Senior Centers
- Restaurant

## Churches

- Youth Groups
- Singles Groups
- Church Picnic
- Vacation Bible School
- Weekly Study Groups
- Church Leader Meetings
- Mother's of Preschoolers
- Women's Ministry
- Men's Ministry
- Couples Ministry
- Awana
- Bar & Bat Mitzvah
- Church Choir
- Senior Groups
- Fellowship of Christian Athletes
- Missions Groups
- Sunday School Classes
- Parents without Partners

## Fundraisers

- Sports Fundraiser
  - Drill/Cheer Fundraiser
  - Choir/Band Fundraiser
  - Leukemia & Lymphoma Society
  - Susan G. Komen
  - Big Brothers Big Sisters
  - March of Dimes
  - Children's Miracle Network
  - St. Jude's Children's Research Hospital
  - Local Food Bank
  - Toys for Tots
  - Wounded Warrior Project
  - Batter Women's Shelter
  - Room to Read
  - Make-A-Wish Foundation
  - American Heart Association
  - America Red Cross
  - ALS Association
  - Dress for Success
- [Click here](#) for a list of organizations by category for ideas.

# 2019 January

## Marketing

- **Birthday Club** - There is not a better time than the first of the year to start your birthday club! It's easy and fun!
- **New Year** - Plan a family day with face painting, balloon animals, prizes and more!
- **National Pizza Week** - Post about pizza week on social media, encourage people to request their favorite pizza pie, have a pizza eating contest.
- **National Book Week** - 3rd week of January. Host mommy and me reading times during the day to drive business.
- **National Blood Donor Month** - Host a blood drive during the week and offer free food or game play for those that donate.

**\*Items in red represent Canadian holidays/observances**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	Dec 31	1 New Year's Day	2 National Buffet Day	3	4 National Trivia Day	5
Reach out to local retail stores. Most did not have a holiday party in December and will be looking to book in January.						
6 National Pizza Week Golden Globes	7 National Bobblehead	8	9 National Law Enforcement Day	10	11	12
National Pizza Week - Feature a new pizza creation, have a pizza eating contest, get creative and fun!						
13	14 National Clean Off Your Desk Day National Dress Up Your Pet Day	15	16	17 Get to Know Your Customers Day	18 National Winnie the Pooh Day	19 National Popcorn Day
Call Girl Scout groups to schedule fun events for National Girl Scout week in March. (12th-18th)						
20	21 Martin Luther King Jr. Day	22	23 National Pie Day	24	25	26
Fundraising is a great way to give back to your community. Contact choirs, drill teams, cheerleading squads and bands about fundraising opportunities.						
27 National Have Fun At Work Day	28	29	30	31	Feb 1	2
3	4	Notes				

# 2019 February

## Marketing

- **Super Bowl Sunday** - Run specials during the game, especially if you have it on the big screen! Do fun give-away and food/drink specials during the game.
- **Valentine's Day** - Plan a singles mixer, Father/Daughter or Mother/Son Dance the Wednesday or Thursday before. Also have Valentine's giveaways and collect information for the e-club to enter.
- **Fat Tuesday** - get in the spirit of Mardi Gras and plan a fun evening with face painting, balloon animals and more!
- **Marketing Tip:** turn participants in your promotions into sales! Be sure and have them sign up for your e-club to send special offers!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Jan 31	1	2
					National Wear Red Day	National Groundhog Day
3	4	5	6	7	8	9
Super Bowl Sunday			National Girls & Women in Sports Day	National Send a Card to a Friend Day	National Boy Scouts Day	National Pizza Day
Book out your Spring Break week! Reach out to YMCA's, Boys & Girls Clubs, Day Cares, etc, too book their space now.						
10	11	12	13	14	15	16
	National Make a Friend Day			Valentine's Day	National Flag Day (Canada)	
Reach out to companies to host team building activities. It's a great way to kick off the new year!						
17	18	19	20	21	22	23
National Random Acts of Kindness Day	Family Day (Canada) President's Day		National Love Your Pet Day		National Margarita Day	
Work with local sports organizations and host signups, provide meeting space, and book their end of year events now.						
24	25	26	27	28	Mar 1	2
		National Tell a Fairy Tale Day				
Host a birthday party roundtable to gain valuable feedback about your current birthday parties offerings such as packages, pricing, food, etc. Offer a family four pack to participate.						
3	4	Notes				

# 2019 March

## Marketing

- **Spring Break** - Promote special spring break combos during your slower times to increase traffic.
- **Lunch & Learn** - Host a networking lunch and learn event and showcase your center.
- **St. Patrick's Day** - It's the luck of the Irish! The 17th person through the door wins a family four pack, double their game play all day.
- **National Laser Tag Day** - Celebrate the day all week long with fun laser tag specials! Buy One Get One, Special Contests and more!
- **Spring Break Photo Booth** - Set up a fun beach theme photo booth for all the spring break visitors. Have guests take pictures and encourage guests to share them on social media with a special hashtag and tag your center!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	Feb 28	1 National Employee Appreciation Day National Read Across America Day St. David's Day (Canada)	2 Call tax prep offices!
3	4	5	6	7	8 International Women's Day	9 National Meatball Day
Call your local chambers of commerce, non-profit organizations, and clubs to book lunch meetings. Offer them free space rental Monday-Friday with the purchase of food!						
10 Daylight Savings Day	11 Commonwealth Day (Canada)	12 National Girl Scout Day	13	14 National Children's Craft Day	15 Red Nose Day	16
Be sure you are collecting email addresses for your e-club during Spring Break! Have a party table set up and talk with every person about birthday and group events.						
17 St. Patrick's Day	18	19	20 National Proposal Day	21 National Single Parent Day	22	23
Call schools for end of year field trips, lock-ins, end of year parties, graduation parties and teacher appreciation parties.						
24	25	26 Epilepsy Awareness Day - Purple Day	27	28	29	30
Look for local festivals, children's festivals, runs, community events, etc. that you can set up a booth with a prize wheel and hand out information about birthday parties.						
31	Apr 1	Notes				



# 2019 April

## Marketing

- **Breakfast with the Easter Bunny** - Open a few hours early and plan breakfast on Saturday morning with food fun, games, pictures with the Easter bunny and host an Easter egg hunt.
- **Earth Day** - Partner with a local park, school or organization and plan a tree in honor of your center. Look for local events that you can participate and set up a table with a prize wheel and information.
- **Summer Calendar** - Plan out your summer calendar now! Schedule events during the summer to drive walk in business: character meets, reading times, arts/crafts sessions.
- **Tip:** Use fun holidays such as National Siblings Day to engage your fans on social media. Ask them to share pictures of their favorite food, etc. It's fun and it's easy!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Mar 31	1 April Fools' Day	2	3	4 National School Librarian Day	5 National Deep Dish Pizza Day	6 National Student-Athlete Day
Call and start booking college and high school reunions. Look for groups on Facebook and classmates.com to find out who the event planner is.						
7 National Beer Day	8	9 Vimy Ridge Day (Canada)	10 National Siblings Day	11 National Pet Day	12	13
Call and visit companies about summer picnics! Great way to plan a family day and reward employees.						
14	15	16 National Wear Your Pajamas to Work Day	17	18 Get to Know Your Customers Day	19	20
Reach out to all school PTO's and Prom Committees - introduce yourself and take goody bags with information to new officers.						
21 Easter Sunday	22 Earth Day Easter Monday (Canada)	23 St. George's Day (Canada)	24 Administrative Professionals Day	25 National Take Our Sons & Daughters to Work	26	27 National Arbor Day
Celebrate administrative professionals week by dropping off goody bags and special offers for administrative professionals.						
28 National Blueberry Pie Day National Superhero Day	29	30	May 1	2	3	4
5	6	Notes				

# 2019 May

## Marketing

- **Mother's Day** - Host a Mother's Day Card Making project during the week, hand out carnations to the mom's that come in on Mother's Day, give moms a free game card.
- **Ladies Night Out** - Host a ladies night out event Monday - Thursday. Ask vendors to attend and offer food, drinks and fun.
- **Memorial Day** - Offer free games, food, etc. to any service person when they show their ID.
- **Birthday Parties** - create a special summer package. Have flyers printed and give out to all end of year and summer youth groups.
- **Mother's Day Contest** - Host a fill in the blank or photo contest on Facebook and the winner gets a special date with their mom.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	Apr 30	May Day 1	2	3	4
Call college campuses and work with the New Student Orientation Leaders - host a meeting, training or team building event.						
Cinco de Mayo 5	National Nurses Day 6	7	National Receptionists' Day 8	9	10	11
It's Teacher Appreciation Week - Take goody bags or family passes to schools to give as teacher rewards. Shows your support of local teachers and will be top of mind for the next time they are looking for a field trip or event!						
Mother's Day 12	National Apple Pie Day 13	14	National Chocolate Chip Day 15	16	National Cherry Cobbler Day National Pizza Party Day 17	18
Police Week - take a goody to your local police stations, offer them special discounts during the week and give information about events and meeting space.						
19	20	21	National Vanilla Pudding Day 22	23	24	25
Call local churches to see how you can partner with them for VBS. Ask about end of week parties, food during the week, special offers in goody bags for attending.						
26	Memorial Day Victoria Day (Canada) 27	National Hamburger Day 28	29	30	National Smile Day 31	Jun 1
2	3	Notes				



# 2019 June

## Marketing

- **International Childhood Cancer Campaign Month** - Partner with your local children's hospital and Children's Miracle Network. Sell balloons all month long and have staff members take branded items and visit the kids in the hospital.
- **Father's Day** - host a weekday daddy play date, or an activity for kids to make Father's Day cards or ties.
- **Family Reunions** - Advertise about hosting their family reunion during the summer!
- **Father's Day Contest** - Host a fill in the blank or photo contest on Facebook and the winner gets a special date with their dad.
- **Summer Reading Club** - Partner with local libraries and start a reading club. After they read so many books they can earn free prizes.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	May 31	1
2	3	4	5	6 National Higher Education Day	7 National Chocolate Ice Cream Day	8 National Best Friends Day
Fill your summer calendar! Keep reaching out to your local YMCA's, day cares, etc. Remind them you are their rainy day back up!						
9 National Children's Day	10 National Iced Tea Day	11	12 National Peanut Butter Cookie Day	13	14	15
Can you help church groups get kids to church camp with a fundraiser at your center? Call local churches to see how you can help and plan a mid-week fundraiser.						
16 Father's Day	17	18	19 National Garfield the Cat Day	20 National Ice Cream Soda Day	21 National Aboriginal Day (Canada) National Selfie Day	22 National Onion Rings Day
Call local hotels and partner with them. Ask them how to get information to all the incoming sports teams that will be staying. Give them a bounce back for every team they refer to you as well as coupons for out of town guests to come and visit your facility!						
23	24 Discovery Day (Canada) Fête Nationale (Canada)	25	26 National Chocolate Pudding Day	27 National Sunglasses Day	28	29 National Camera Day
When did your center open? Is it time to do a birthday party for your facility or a 1/2 birthday party celebration for all those that are 10 1/2, or 8 1/2, or 50 1/2... A half birthday is a much fun as a whole birthday!						
30 Social Media Day	Jul 1	Notes				

# 2019 July

## Marketing

- **4th of July Celebrations** - look in the area and see how you can participate in local parades and other community gatherings.
- **Christmas in July** - Decorate a room with Christmas decorations and set up as what a special event could look like. Invite decision makers in for a night of food, fun and networking. If they book their holiday party in July offer some type of special offer.
- **Parent's Day** - Have a really fun package for parents to bring their children—great opportunity for families with multiple parents to come to a neutral place. Have a photo booth set up for them to take fun pictures too!
- **Car Show** - Host a car show in our parking lot early in the morning. It will bring attention and get people to stay with their family!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jun 30	1 <b>Canada Day</b> National Creative Ice Cream Flavors Day	2	3 4th of July	4	5	6
Start reaching out to past companies who held holiday parties. Get them in on the prime spots!						
7 National Macaroni Day	8 National Sugar Cookie Day <b>Nunavut Day (Canada)</b>	9	10	11	12 National Pecan Pie Day	13 National French Fry Day
Call school principals and counselors for meetings, team building, meet the team, etc. before school starts.						
14	15	16	17 World Emoji Day	18 Get to Know Your Customers Day	19 National Daiquiri Day	20 National Lollipop Day
Send the 3rd quarter email blitz reminding companies to do "play therapy" team building events with their employees.						
21 National Ice Cream Day	22 National Vanilla Ice Cream Day	23 National Tequila Day	24	25	26 National Intern Day	27 National Dance Day
Reach out to bands, football teams, volleyball teams, drill teams and cheerleaders. Let them know you are the place for fundraising, after practice get-togethers, meetings and team building.						
28 National Waterpark Day	29 National Chicken Wing Day	30	31	Aug 1	2	3
Reach out to a local humane society or animal rescue group and see if you can host an adoption or fundraising event at your center this month.						
4	5	Notes				

# 2019 August

## Marketing

- **School Supply Drive** - Host a school supply drive. For every bag of supplies donated give a free game card, game of bowling, pizza & drink combo, game of laser tag and donate supplies to a local school in need.
- **Back to School Contest** - Host a back to school contest on Facebook with their best back to school pictures.
- **Kids & Nutrition** - Have a night where kids can come in and learn about nutrition and exercise. They can make their own salad, pizza, or healthy dessert.
- **National Dollar Day** - Schedule a fun promotion where food and drink items, even games are just \$1.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	Jul 31	1 National Girlfriends Day	2 National Coloring Book Day	3 National Watermelon
Call your local fraternities and sororities and talk about hosting pre or post Rush/Recruitment parties & events.						
4 National Chocolate Chip Cookie Day	5 Civic Holiday (Canada)	6 National Root Beer Float Day	7	8	9 National Book Lovers Day	10 National Bowling Day
Call area active living centers and see about setting up weekly Bingo lunches during the fall.						
11 National Son's and Daughter's Day	12	13 Left-Handers Day	14	15	16 National Tell a Joke Day	17 National Nonprofit Day
Contact school fundraiser organizations about bringing the top sellers for a field trip as a prize!						
18	19	20	21	22	23	24
Contact schools about Back to School parties and field trips.						
25 National Banana Split Day	26 National Cherry Popsicle Day	27	28	29	30 National College Colors Day	31
Host a back school lock in for your favorite church youth groups.						
Sep 1	2	Notes				

# 2019 September

## Marketing

- **Grandparent's Day** - host a special grandparents play date during the week or breakfast on a Saturday morning.
- **Friday Night Football After Party** - Partner with your local high school(s) and be the after game spot! Students who show their ID can get a special offer.
- **Kids & Money** - Partner with a local bank for them to come in to teach savings opportunities. Create a special pack of food, fun and learning!
- **National Singles Day** - Set up a singles meet and greet. It's a great way for people to have lunch, meet others in a fun environment and there is no stress!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Labor Day Labour Day (Canada)	2 U.S. Bowling League	3	4 National Cheese Pizza Day	5 National Read a Book Day	6 National Beer Lover's Day
Call Boy Scout and Girl Scout groups about hosting meetings, earning badges, popcorn and cookie sales throughout the year.						
8 National Grandparent's Day	9	10	11	12 National Video Games Day	13 National Kids Take Over The Kitchen Day	14
Call companies about team building opportunities. Get your team motivated with fun to finish out the year strong!						
15 National Tackle Kids Cancer Day	16 National Play-Doh Day	17 National IT Professionals Day	18 Air Force Birthday National Cheeseburger Day	19	20 National Pepperoni Pizza Day	21
Call churches about hosting a fall festival celebration after church on Sunday.						
22 National Ice Cream Cone Day	23	24	25 National One-Hit Wonder Day	26 National Pancake Day	27	28 National Drink Beer Day
Call the local Chamber and host a holiday event.						
29 National Coffee Day	30	Oct 1	2	3	4	5
6	7	Notes				

# 2019 October

## Marketing

- **Halloween** - Host a safe trick-or-treat, trunk-or-treat, fall festival or a carnival. Offer weekday crafts the week prior, have a costume contest .
- **Halloween Photo Contest** - Host a photo contest on Facebook or Instagram and have fans vote on their favorite picture. Winner gets a family fun pack!
- **Photo Booth** - Set up a spooky photo booth were guests can take pictures. Encourage guests to tag their pictures with a special hashtag and tag your center!
- **Breast Cancer Awareness Month** - Think Pink! Have employees wear pink ribbons all month. Host a special event for your local foundation for breast cancer awareness.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	Sep 30	1 National Homemade Cookies Day	2	3 National Boyfriend Day	4 National Taco Day	5 National Do Something Nice Day
Reach out to daycares and other youth organizations that will be looking to have trips during the Thanksgiving break.						
6	7	8 National Bring Your Teddy Bear to Work/School Day	9	10 National Sausage Pizza Day	11	12
Call companies, schools, local organizations about Holiday Parties. Remind them slots are filling fast!						
13 Navy Birthday	14 National Dessert Day Thanksgiving (Canada)	15	16	17 Get to Know Your Customers Day	18 Healthcare Aide Day (Canada) National Chocolate Cupcake Day	19
Contact your local Mega Churches about doing a lock-in during the holiday season.						
20	21	22	23	24 National Food Day	25	26 National Minecraft Day
Call your spring sports organizations about hosting a fundraising kick off and early bird registration.						
27 Navy Day	28 National Chocolate Day	29	30	31 Halloween	Nov 1	2
3	4	Notes				

# 2019 November

## Marketing

- **Canned Food Drive** - Work with your local food bank and host a canned food drive all month long. Give free food, game cards, bowling games, laser tag sessions for every 3 cans donated.
- **12 Days of Thankful Fans** - The days leading up to Thanksgiving give fan only special offers (ex: BOGO game cards, games of bowling, 10% off group or birthday party, etc).
- **Coordinate with Bands and Choirs to perform during the holidays**— They all bring friends and families to your center to listen to their performance.
- **Cyber Monday** - Have specials that can only be bought online such as special birthday packages, family four packs, etc. and have them expire middle of December before school break.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	Oct 31	1	2
Daylight Savings Time Ends	National Candy Day	National Doughnut Day	National Nachos Day			
3	4	5	6	7	8	9
Call retail locations about holiday parties after the rush of the holiday season is over!						
Marine Corps Birthday	Remembrance Day (Canada) Veteran's Day		National Kindness Day			
10	11	12	13	14	15	16
Call companies, organizations, churches, etc. about having a New Year's Even or New Year's Day party and/or lock-in.						
17	National Princess Day	19	20	National Gingerbread Cookie Day	22	23
Call day cares, Boys & Girls Clubs, YMCA, etc. about field trips during the Christmas break.						
24	25	26	27	Thanksgiving	Black Friday	Small Business Saturday
Remember that everyone is looking for something to do on Thanksgiving day... opening at 4pm is a GREAT idea. Black Friday events are also a wonderful way to entertain families who have shopped till they're ready to drop!						
Dec 1	2	Notes				



# 2019 December

## Marketing

- **Breakfast with Santa** - Open a few hours early and plan breakfast on Saturday morning with food fun, games, pictures with Santa.
- **Toys for Tot's Drive** - Work with your local Toys for Tots organization and collect toys for Christmas. Give free food, game cards, bowling games, laser tag sessions for every toy over \$20 donated.
- **Letters For Santa** - Set up a station for children to write letters to Santa. Have employees from your center write back (from Santa). Or if you have a mascot they can be letters to him/her.
- **New Year's Eve** - The kiddos want to celebrate too! Have a balloon drop during the day, plan fun crafts and activities for the kiddos to ring in the new year too!
- **Family Events** - Advertise that you are the place to host families during the holidays.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
National Pie Day	1 First Day of Advent (Canada)	2	3 National Cookie Day	4	5	6
Call Catholic Schools in the area about field trips and events for Catholic Schools Week (Starts the last Sunday in January and runs all week)						
National Brownie Day	8	9	10	11	12 Gingerbread House Day	13 National Cocoa Day National Guard Birthday
Hopefully you are SMASHED with holiday events and you have no room in the inn for ANYONE!!!						
15	16	17	18	19	20 National Sangria Day National Ugly Christmas Sweater Day	21
Colleges are usually dismissed this week. How about a Co-Ed function or a College Young Adult group from your local Church?						
22 Festus	23 Christmas Eve	24 Christmas Day	25 Boxing Day (Canada) National Candy Cane Day	26	27	28
It may be difficult to reach anyone during your sales calls this week so enjoy Christmas, make a plan for January and hit the ground running in 2019!						
29 Bacon Day	30	31	Jan 1	2	3	4
5	6	Notes				