

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



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
- •Local Food Bank
- Toys for Tots

Hospital

- 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

<u>Click here</u> for a list of organizations by category for ideas.

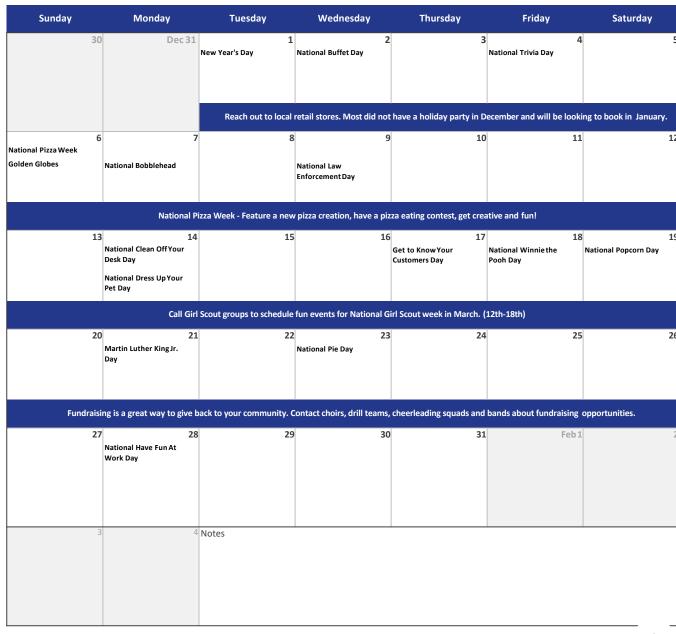


2019 January

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.

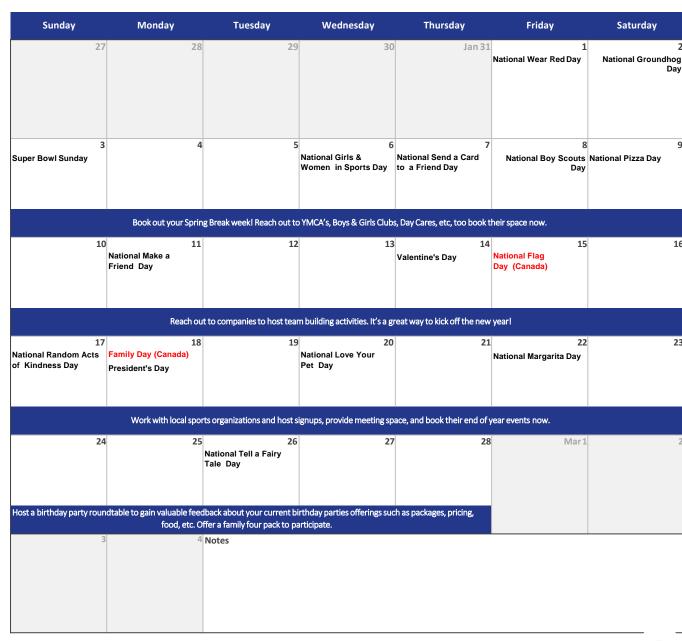
*Items in red represent Canadian holidays/observances





2019 February

- Super Bowl Sunday Run specials during the game, especially if you have it on the big screen! Do fun giveaway 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 eclub 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!





2019 March

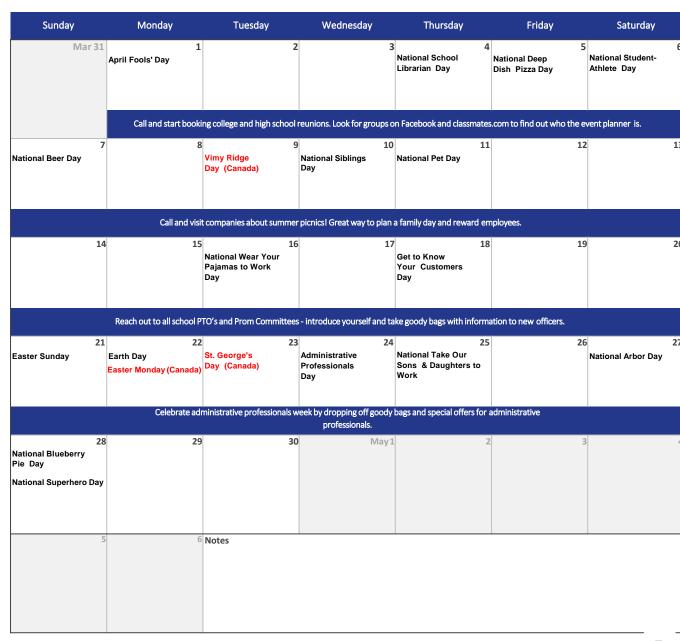
- Spring Break Promote special spring break combos during your slower times to increase traffic.
- Lunch & Learn Host a networking lunch and learn event and showcase your center.
- St. Patrick's Day It's the luck of the Irish! The 17th person through the door wins a family four pack, double their game 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!





2019 April

- 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!





2019 May

- 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	1 May Day	2	3	4
			Call college campuses and		nt Orientation Leaders - hos Jing event.	t a meeting, training or
5 Cinco de Mayo	6 National Nurses Day	7	8 National Receptionists' Day	9	10	11
It's Teacher Appreciation	n Week - Take goody bags or		p give as teacher rewards. Si ooking for a field trip or eve		teachers and will be top of r	mind for the next time
Mother's Day	2 13 National Apple Pie Day	14	National Chocolate Chip Day	16	National Cherry Cobbler Day	18
					National Pizza Party Day	
Police Week - t	take a goody to your local p	olice stations, offer them sp	pecial discounts during the	week and give info	rmation about events and n	neeting space.
19	20	21	22 National Vanilla Pudding Day	23	24	25
Call local church	hes to see how you can part	ner with them for VBS. Ask	about end of week parties,	food during the week, spec	ial offers in goody bags for	attending.
26	Memorial Day Victoria Day (Canada)	28 National Hamburger Day	29	30	31 National Smile Day	Jun 1
2	3	Notes		'	,	



2019 June

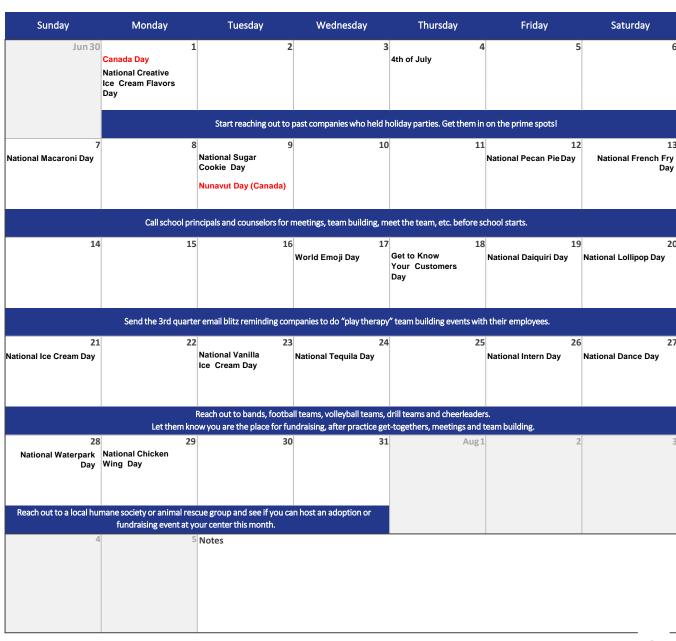
- ➤ International Childhood
 Cancer Campaign Month Partner with your local
 children's hospital and
 Children's Miracle Network.
 Sell balloons all month long
 and have staff members take
 branded items and visit the kids
 in the hospital.
- Father's Day host a weekday daddy play date, or an activity 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	
2	2 3	4		National Higher Education Day	7 National Chocolate Ice Cream Day	National Best Friends Day
	Fill your summer calendar	! Keep reaching out to you	r local YMCA's, day cares, e	tc. Remind them you are the	eir rainy day back up!	
Sational Children's Day	11	11	National Peanut Butter Cookie Day	13	14	19
Can you help cl	nurch groups get kids to chu	rch camp with a fundraiser	at your center? Call local c	hurches to see how you can	help and plan a mid-week	fundraiser.
16 Father's Day	5 17	18	19 National Garfield the Cat Day	20 National Ice Cream Soda Day	National Aboriginal Day (Canada) National Selfie Day	22 National Onion Rings Day
Call local hotels and part	ner with them. Ask them ho		the incoming sports teams t of town guests to come a		em a bounce back for every	team they refer to you
23	Discovery Day (Canada) Fête Nationale (Canada)	<u> </u>		 		29 National Camera Day
When did your center op	pen? Is it time to do a birthda		i a 1/2 birthday party celebr in as a whole birthday!	ation for all those that are 1	0 1/2, or 8 1/2, or 50 1/2	A half birthday is a much
30 Social Media Day	Jul 1	Notes				



2019 July

- 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!





2019 August

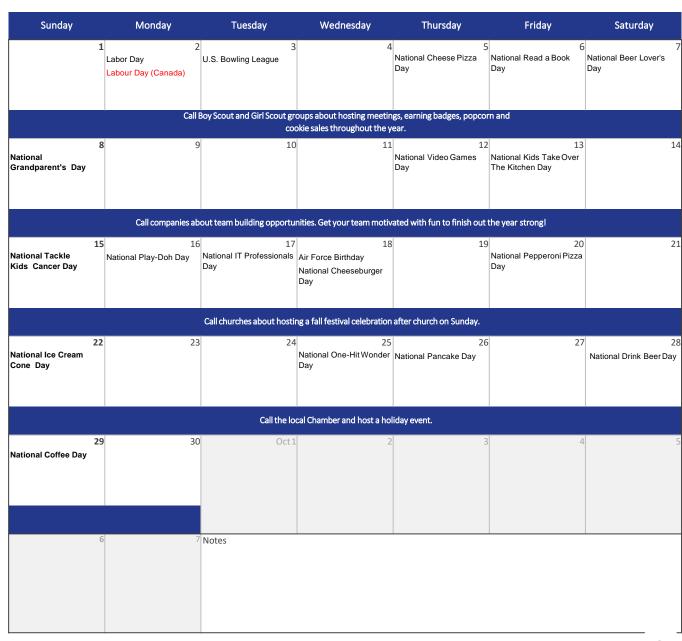
- School Supply Drive Host a school supply drive. For every bag of supplies donated give a free game card, game of bowling, pizza & drink combo, game of laser tag and donate supplies to a local school in need.
- Back to School Contest -Host a back to school contest on Facebook with their best back to 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	National Girlfriends	2 National Coloring Book Day	3 National Watermelon		
National Chocolate Chip Cookie Day	Civic Holiday (Canada)	6 National Root Beer Float Day	7	8	9 National Book Lovers Day	10 National Bowling Day		
	Call a	rea active living centers and	l see about setting up week	ly Bingo lunches during the	e fall.			
National Son's and Daughter's Day	11 1	2 13 Left-Handers Day	14	15		17 National Nonprofit Day		
	Contac	t school fundraiser organiza	ations about bringing the to	p sellers for a field trip as a	prizel			
	18 19	9 20	21	22	23	24		
		Contact schools	about Back to School parti	es and field trips.				
National Banana Split Day	25 20 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.								
Se	ep1	² Notes						



2019 September

- 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!





2019 October

- ➤ Halloween Host a safe trickor-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	Sep30	1 National Homemade Cookies Day		2 Santional Boyfriend Day	3 4 National Taco Day	5 National Do Something Nice Day
			Reach out to dayca	res and other youth orga	nizations that will be looking	to have trips during the Th	anksgiving break.
	6	7	8	National Bring Your Teddy Bear to Work/School Day	9 10) 11 National Sausage Pizza Day	12
		Call compa	nies, schools, local organiz	ations about Holiday Part	ies. Remind them slots are fi	lling fast!	
Navy Birthday	13	14 National Dessert Day Thanksgiving (Canada)	15	1	Get to Know Your Customers Day	Healthcare Aide Day (Canada) National Chocolate Cupcake Day	19
		C	ontact your local Mega Chu	rches about doing a lock	-in during the holiday seaso	n.	
	20	21	22		National Food Day	1 25	26 National Minecraft Day
		Call your s	pring sports organizations	about hosting a fundrais	ing kick off and early bird reg	gistration.	
Navy Day	27	28 National Chocolate Day	29	5	30 32 Halloween	L Nov1	2
	3	4	Notes				12



2019 November

- 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.





2019 December

- 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.

