

WBW Marketing Checklist

Update June 2011

EVENT NAME:

EVENT DATE:

EVENT CHAIR/S:

CHAIR/S Phone Number:

CHAIR/S Email:

Date that Event Committee reviewed Checklist and assigned tasks:

Instructions: Following is the WBW Marketing checklist in chronological order. It is the responsibility of the Event committee to decide which tasks are needed and appropriate for the event. The task responsibility ownership (Event Committee, Marketing, WBW Office) is highlighted in bold following each task. The Event Committee needs to fill out the form, including all *due dates* but not Marketing Task Managers, and return a copy to both the Marketing Chair and the WBW Executive Director. Marketing will assign Marketing task managers after the Event Committee fills out the form. The Task Manager assigned to each specific task will then record the date and initial the task when the task has been completed.

TASK	OWNS	TASK MANAGER	MANAGER CONTACT INFORMATION	DATE DUE	DATE COM- PLETED
Create Event Budget	Event Committee & WBW Office				
Provide filled out forms to WBW and Marketing	Event Committee				
Post Event on WBW web site	Marketing				
Email/e-Announcement Blast	Marketing				
Craigslist	Marketing				
Cumuluous Radio Station Calendars	Marketing				
Clear Channel Radio Station Calendars	Marketing				
Toledo 24 News Calendar	Marketing				
Tell Toledo	Marketing				
Do Toledo	Marketing				
Toledo.Com	Marketing				
ToDo Toledo	Marketing				
WBW Facebook	Marketing				
Press Release (PR)- Sylvania Advantage	Marketing				

WBW Marketing Checklist

Update June 2011

TASK	OWNS	TASK MANAGER	MANAGER CONTACT INFORMATION	DATE DUE	DATE COM- PLETED
PR – Mature Living	Marketing				
PR – Channel 5	Marketing				
PR – Parent News	Marketing				
PR- Toledo Blade	Marketing				
PR – Sylvania Herald	Marketing				
PR – The Truth	Marketing				
PR – Toledo Today	Marketing				
PR – Toledo Free Press	Marketing				
PR - LaPresna News Paper	Marketing				
PR - The Toledo Journal	Marketing				
PR - Perrysburg News Paper	Marketing				
PR - Rossford News Paper	Marketing				
PR - Holland News Paper	Marketing				
PR - Catholic Chronicles	Marketing				
PR - All Parish Diocese	Marketing				
PR- All Clear Channel Radio Stations	Marketing				
PR – City Paper	Marketing				
PR – All Cumulous Broadcasting Radio Stations	Marketing				
PR – ABC	Marketing				
PR – NBC	Marketing				
PR- FOX	Marketing				
PR- CBS	Marketing				
Create Program Ad Solicitation Sheet	Event Committee				
Provide Marketing ALL event details for Fliers, Posters, Post Cards, etc.	Event Committee			8 weeks prior event Date:_ _____ _____	
Printing/Collate Event Marketing	Event Committee				
Design Fliers, Postcards, etc.	Marketing				
Program/Agenda Layout and Information provided to Marketing	Event Committee			3 weeks prior event date:_ _____ _____	

WBW Marketing Checklist

Update June 2011

TASK	OWNS	TASK MANAGER	MANAGER CONTACT INFORMATION	DATE DUE	DATE COM- PLETED
Agenda/Program	Marketing				
Remember to take photos and videos of event	Marketing				
Thank you notes to volunteers and vendors	Event Chair/s			Two weeks after Event Date: _____	
Thank you notes and tax deduction letter to donors and sponsors at event	WBW Office			Two weeks after Event Date: _____	
Follow-up to make sure WBW Office thank you notes are mailed out.	Event Chair/s			Two weeks after Event Date: _____	
Post photos and videos, etc. on web site, Facebook, etc.	Marketing				
Send PR to media about success of event	Marketing				
Use Facebook, eNewsletter and web site to continue the dialoge with donors (share photos, pose questions, conduct polls, etc.)	Marketing				
Other Marketing Plan/s _____ _____ _____ _____ _____ _____ _____ _____	ALL				