



Soles for Catholic Education Walk

MARKETING TIMELINE

FOR SCHOOLS

DATE	PROMOTIONAL TOOL	RESOURCE / AD TO UTILIZE
Week 1 in Sept.	Parish Bulletin	Bulletin Announcement 1 from Team Captain Resource page on Soles Walk website - send to parish bulletin editor
Week 1 in Sept.	School Newsletter	Newsletter Announcement 1 and/or editable Save the Date flyer from Team Captain Resource page on Soles Walk website
Week 1 in Sept.	Facebook	Two posts this week -see Team Captain Resource page for Facebook images you can use for your posts. Also, be sure to share the posts from the Archdiocese of Milwaukee.
Week 2 in Sept.	Parish Bulletin	Bulletin Announcement 2, Your Donation Counts! – send to parish bulletin editor
Week 2 in Sept.	School Newsletter	Newsletter Announcement 2 and/or Soles Walk FAQ editable flyer from Team Captain Resource page on Soles Walk website
Week 2 in Sept.	Facebook	Two posts this week - see Team Captain Resource Page for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Week 3 in Sept.	Parish Bulletin	Community service project details - send to parish bulletin editor
Week 3 in Sept.	School Newsletter	Community service project details and/or Matching Funds editable flyer from Team Captain Resource page on Soles Walk website
Week 3 in Sept.	Facebook	Two posts this week - see Team Captain Resource page for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Week 4 in Sept.	Parish Bulletin	Bulletin Announcement 3, Your Donation Will be Matched – send to bulletin editor
Week 4 in Sept.	School Newsletter	Newsletter Announcement 3 ad and/or Help Support Our School editable flyer from Team Captain Resource page on Soles Walk website
Week 4 in Sept.	Facebook	Two posts this week - see Team Captain Resource page for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.

Week 1 in Oct.	Parish Bulletin	Bulletin announcement 1, Join Us – send to bulletin editor
Week 1 in Oct.	School Newsletter	Newsletter Announcement 1 ad and/or Support My School editable flyer from Team Captain Resource page on Soles Walk website
Week 1 in Oct.	Facebook	Two posts this week - see Team Captain Resource page for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Week 2 in Oct.	Parish Bulletin	Bulletin announcement 4, Thank You for Walking – send to bulletin editor
Week 2 in Oct.	School Newsletter	Editable donations flyer AND portions or all of the FAQ editable flyer so everyone knows what's happening on Saturday
Week 2 in Oct.	Facebook	Three posts this week - see Team Captain Resource page for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Week 3 in Oct.	Parish Bulletin	Photos of your team members walking and portions or all of bulletin announcement 4.
Week 3 in Oct.	School Newsletter	Thank You editable flyer - include photos of your team members walking with this flyer.
Week 3 in Oct.	Facebook	One post this week - see Team Captain Resource page for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Week 4 in Oct.	School Newsletter	Editable donations flyer – use this for as an additional push for donations.

- Talk to your pastor about picking a weekend where you or your students could speak before or after Mass about the importance of the Walk.
- Ask if you could have students available after Mass to answer questions and collect donations.
- Ask if you can register families to walk before or after Mass.

All resources can be downloaded in both English and Spanish from the Team Captain Page at www.catholicschoolswalk.org.