



2020 Soles for Catholic Education Walk

# MARKETING TIMELINE

## FOR SCHOOLS

DATE	PROMOTIONAL TOOL	RESOURCE / AD TO UTILIZE
Friday, Sept. 4 – for Sept. 12/13 bulletin	Parish Bulletin	<a href="#">Bulletin Announcement 1</a> from Team Captain Resource page on Soles Walk website - send to parish bulletin editor
Week of Sept 7	School Newsletter	<a href="#">Newsletter Announcement 1</a> and/or editable <a href="#">Save the Date flyer</a> from Team Captain Resource page on Soles Walk website
Week of Sept 7	Facebook	Two posts this week -see <a href="#">Team Captain Resource page</a> for Facebook images you can use for your posts. Also, be sure to share the posts from the Archdiocese of Milwaukee.
Friday, Sept. 11 – for Sept. 19/20 bulletin	Parish Bulletin	<a href="#">Bulletin Announcement 2</a> , Your Donation Counts! – send to parish bulletin editor
Week of Sept 14	School Newsletter	<a href="#">Newsletter Announcement 2</a> and/or <a href="#">Virtual Soles Walk FAQ editable flyer</a> from Team Captain Resource page on Soles Walk website
Week of Sept 14	Facebook	Two posts this week - see <a href="#">Team Captain Resource Page</a> for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Friday, Sept. 18 – for Sept. 26/27 bulletin	Parish Bulletin	<a href="#">Stuff the Bus bulletin announcement</a> - send to parish bulletin editor
Week of Sept 21	School Newsletter	<a href="#">Stuff the Bus</a> ad and/or <a href="#">Matching Funds editable flyer</a> from Team Captain Resource page on Soles Walk website
Week of Sept 21	Facebook	Two posts this week - see <a href="#">Team Captain Resource page</a> for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Friday, Sept. 25 – for Oct. 3/4 bulletin	Parish Bulletin	<a href="#">Bulletin Announcement 3</a> , Your Donation Will be Matched – send to bulletin editor
Week of Sept 28	School Newsletter	<a href="#">Newsletter Announcement 3</a> ad and/or <a href="#">Help Support Our School editable flyer</a> from Team Captain Resource page on Soles Walk website
Week of Sept 28	Facebook	Two posts this week - see <a href="#">Team Captain Resource page</a> for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.

Friday, Oct. 2 – for Oct. 10/11 bulletin	Parish Bulletin	<a href="#">Bulletin announcement 1</a> , Join Us – send to bulletin editor
Week of Oct. 5	School Newsletter	<a href="#">Newsletter Announcement 1</a> ad and/or <a href="#">Support My School editable flyer</a> from Team Captain Resource page on Soles Walk website
Week of Oct. 5	Facebook	Two posts this week - see <a href="#">Team Captain Resource page</a> for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Friday, Oct. 9 – for Oct. 17/18 bulletin	Parish Bulletin	<a href="#">Bulletin announcement 4</a> , Thank You for Walking – send to bulletin editor
Week of Oct. 12	School Newsletter	<a href="#">Editable donations flyer</a> AND portions or all of the <a href="#">FAQ editable flyer</a> so everyone knows what's happening on Saturday
Week of Oct. 12	Facebook	Three posts this week - see <a href="#">Team Captain Resource page</a> for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Monday, Oct. 19 – for Oct. 24/25 bulletin	Parish Bulletin	Photos of your team members walking and portions or all of <a href="#">bulletin announcement 4</a> .
Week of Oct. 19	School Newsletter	<a href="#">Thank You editable flyer</a> - include photos of your team members walking with this flyer.
Week of Oct. 19	Facebook	One post this week - see <a href="#">Team Captain Resource page</a> for Facebook post images you can use for your posts. You can also share the posts sent by the Archdiocese of Milwaukee.
Week of Oct. 26	School Newsletter	<a href="#">Editable donations flyer</a> – use this for as an additional push for donations.

## Implementation of the following ideas will depend on what phase of the Catholic Comeback Matrix we are in.

- 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.
- Have shoe collection boxes available for parishioners to donate.

**All resources can be downloaded in both English and Spanish from the [Team Captain Page](http://www.catholicschoolswalk.org) at [www.catholicschoolswalk.org](http://www.catholicschoolswalk.org).**