



Catholic Schools 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 Schools 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 Schools Walk website
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 Schools Walk FAQ editable flyer from Team Captain Resource page on Schools Walk website
Week 3 in Sept.	School Newsletter	Matching Funds editable flyer from Team Captain Resource page on Schools Walk website
Week 4 in Sept.	Parish Bulletin	Bulletin Announcement 3, Your Donation Will be Proportionally 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 Schools Walk website
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 Schools Walk website
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 at your school's walk event.
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 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 from the Team Captain Page
at www.catholicschoolswalk.org.