

30 Day Communication Plan



Developing the right plan will allow parents, students, and donors to understand your community message and fundraising goals!

30 DAY COMMUNICATION PLAN	
30 days before	Internal kick off meeting to discuss objectives <ul style="list-style-type: none">✓ Discuss goals and objectives✓ Kickstart communication plan to parents✓ Start building out content – video, images
2 weeks before	Create your FREE RFMS fundraiser <ul style="list-style-type: none">✓ Create your fundraising story✓ Set up overall reading and fundraising goals✓ Invite team leaders (teachers)
1 week before	Finalize your fundraising plan <ul style="list-style-type: none">✓ Finalize prizes and incentives✓ Distribute and post classroom packs to decorate classrooms.✓ Finalize communication plan to parents
Launch Date	Drive excitement to supporters <ul style="list-style-type: none">✓ Play student kickoff video in class (toolkit)✓ Distribute take home flyers and classroom pack materials to kids to take home
Post Launch	Weekly Updates <ul style="list-style-type: none">✓ Weekly updates on PTA goals✓ Weekly updates on team and individual progress and goals.
End Date	Reading and Fundraising Celebration/s <ul style="list-style-type: none">✓ Distribute team and individual prizes