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## Marketing Action Plan

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|  | **August 2018** | **September 2018** | **October 2018** | **November 2018** |
| **Email Campaign** | Retention campaign |  |  |  |
| **Video Content** |  |  |  |  |
| **Direct Mail** |  |  |  |  |
| **Social Media** | Recruitment campaign |  |  |  |
| **Sponsorship** |  |  |  |  |
| **Publicity** |  |  |  |  |
| **Newsletter** | Retention campaign |  |  |  |
| **Networking** |  | Valuing volunteers evening |  |  |
| **Advertising** |  |  |  |  |
| * **Radio** |  |  |  |  |
| * **Magazines** |  |  |  |  |
| **Website** |  |  |  |  |
| * **Paid** |  | Engage with IT company |  |  |
| **Events** |  |  | Season opening |  |
|  |  | Mass refresher day |  |