

Overview Timeline

- 4 months before 30-day CS Campaign
 - *Marketing/communications coordinator shares marketing packet with PO coordinator*
 - *Marketing Packet needs organization and possibly buffing up.*
 - *CS Agency Marketing/communications coordinator creates website*
 - *PO coordinator identifies Key Stakeholders at each PO (Rabbi, executive director, front office staff etc.)*
 - *Logistics coordinator orders SWAG*
 - *PO coordinator sends marketing packet to confirmed PO's*
 - *PO coordinator works to identify and nominate "video stars" to be filmed for video lessons*
 - *Marketing/communications coordinator finalizes CS workbook with all PO content*

- 3 months before 30-day CS Campaign
 - *Event planner plans and organizes kick off and closing events*
 - *Fundraiser/donor steward targets large donors*
 - *Marketing/communications coordinator customizes the local Clean Speech website*
 - *PO coordinator schedules and explains the "video star" role from each PO for their scripted content*
 - *PO coordinator works with logistic coordinator and determines SWAG needs for each PO*
 - *Videographer films nominated PO "video stars"*
 - *PR/News media coordinator identifies local television, print, and radio media targets*
 - *School coordinator shares youth options with participating schools*
 - *Marketing/communications coordinator sends finalized CS workbook to printers*

- 2 months before 30-day CS Campaign
 - *Event planner plans in person/small group learning events*
 - *Fundraiser/donor steward identifies and confirms 30-day campaign sponsors*
 - *Logistics coordinator packages SWAG*
 - *Print Clean Speech labels, personalize the packaging*
 - *PO coordinator organizes any necessary video reshoots*
 - *PR/News media coordinator creates and sends press releases*
 - *Rabbi/CEO connects with HH rabbis, sharing syllabus and executive summary*
 - *Volunteer coordinator organizes volunteer pool as needed for SWAG distribution, events, and school support*
 - *Printer delivers finalized workbook to affiliate/mailhouse*

- 1 month before 30-day CS Campaign
 - *Logistics coordinator delivers SWAG to PO's and schools*
 - *Social media coordinator schedules posts (possibly just begins to)*
 - *PO coordinator shares video clip with each respective PO, and instructs on how to best use and promote in their organization.*

- *PO coordinator schedules weekly emails and touch point with each PO during the 30-day campaign*
 - *Discuss Email Content with Affiliates*
- *PO hosts a virtual PO rally to build hype and answer any last minute questions*
- *PR/News media coordinator creates campaign announcement in local Jewish press*
- *PR/News media coordinator provides print media support and TV/radio support*
- *School coordinator (maybe PO Coordinator) shares youth videos with schools*
- *Workbooks mailed to PO's or individual direct mail*

During the Campaign

- *Educators should aim to present the weekly lesson in small groups*
- *Marketing communications coordinator updates the website and moderates comments*
 - *May include small Canva tasks*
- *Social media coordinator schedules and moderates posts*
 - *Upload to YouTube, Email with Script & Mentions, Post to FB and IG*
 - *Daily at 10am, 1 hour after Shabbat on Saturdays*
- *PO coordinator supports the PO's in the use and participation in daily lessons*

Post Campaign

- *Debrief*
- *Thank yous to go out to: P.O.s, Champions, Thank you for P.O.'s to send out...*