

LOVE BASH – March 23, 2018  
 Communications Plan  
 2/1/2018

<b>What</b>	<b>Who/Target</b>	<b>Purpose</b>	<b>When/Frequency</b>	<b>Type/Method(s)</b>
<b>Initial Meeting</b>	<b>SR/EOD/KM</b>	<b>Streamline communications for event outside of 120 days 11/1</b>	<b>Meet monthly</b>	<b>In person</b>
<b>Logo / Theme</b>	<b>KM</b>	<b>Fine tune and place on Website</b>		
<b>Save The Dates</b>	<b>Email distribution Constituency PL website page</b>	<b>Raise awareness about event Encourage solicitation of gifts for the auction Generate a buzz, get on ppl's calendars</b>	<b>Save the Date should be on all general e'blasts, on the home page</b>	<b>Email, Website, Facebook</b>
<b>E-Blast Distribution</b>	<b>Constituency</b>	<b>Encourage ticket sales Promote live auction items</b>		<b>E-blast</b>
<b>Invitation &amp; Posters</b>	<b>8,000 invites 100 posters 9x12 Constituency</b>	<b>Sell tickets Generate a buzz</b>	<b>2/15/17</b>	<b>Invites go bulk mail</b>
<b>Online promotion and ticket sales</b>	<b>Constituency – off line and online</b>			
<b>Press Releases</b>	<b>RI Monthly Newport Life Others, mid-January Jamestown Press NTW, NDN Patch: Npt, Bristol, Ports, Midd, South C. Pro-Jo</b>			<b>Print &amp; Online Media</b>

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Social Media Facebook.Twitter	Friends	Engage constituents, inspire to attend event and pass the word	Weekly post featuring an auction item and event highlights starting 2/16/18. Twitter campaign tbd with Kara	Online
PSA WPRI	WPRI 12/FOX Providence Constituency	Outreach RI & SE Mass	Request approvedContact <a href="mailto:SDurant@wpri.com">SDurant@wpri.com</a> . Have sent photos and logos to be incorporated. PSA in the works at WPRI 12 –	30 second psa's 3 Stations
Advice Column	NDN Constituency	Awareness	Dates TBD	Newspaper/Bootsie Column
Advertising	NC Residents	Ticket Sales	NTW – week of 3/22,3/1,3/10 NDN –. Discuss further	NDN & NTW –depending on price- please advise
Paper-Calendar of Events	NC Residents	Ticket Sales	Through press release	Newspapers/Online sites
Signage	Event Audience	Highlight sponsors, auction items and live auction signs We discussed a new auction signs and stands – need to research	Due	Auction Signs Live Auction Signs Sponsor Signs
Program Booklet	Event Audience	Ads Live Auction Items Letter Sponsors Paws Up	Due 2/26	
Video			Due 3/7	
LoveLoop			Contest ends 3/7	