

Seasonal Campaign Planning

Team Name: _____

Team Members: _____

Season/Holiday/Event: _____

Step 1 – Campaign Overview

What's the seasonal event or theme?

Why is it a good time for a campaign?

Step 2 – Target Audience

Who is this campaign for?

- Students (grade _____)
- Teachers / Staff
- Parents
- Community Members
- Other: _____

What does this audience care about during this season/event?

Step 3 – Campaign Message

Main Message (short, catchy, clear):

Supporting Details:

Step 4 – Promotion Plan

Where will you share your campaign? *(check all that apply)*

- Posters in hallways/classrooms
- School announcements
- Social media (Instagram, Facebook, etc.)
- Flyers to take home
- Email newsletter
- Event booth/table
- Other: _____

Step 5 – Timeline

Campaign Launch Date: _____

Key Deadlines:

1. _____ (design due)
2. _____ (printing due)
3. _____ (promotion begins)
4. _____ (campaign ends)

Step 6 – Goals & Success Measures

Sales goal: _____ posters sold

Revenue goal: \$_____

Other success measures:

Step 7 – Reflection Questions (after campaign)

1. What worked well in this campaign? _____
2. What would you change next time? _____