

Putting it All Together ~ Calling for Kids Marketing

- Our goal:**
- To increase awareness of ISF's mission and programs
 - To secure 1,500 donors
 - To encourage families to contribute \$200 to the campaign
 - To raise \$300,000 to help support Project GLAD Training

What we need to do	When we need to do it	Who are our partners?
Mailings <ul style="list-style-type: none"> • 2 glossy postcard mailings • 2-part remit mailing <ul style="list-style-type: none"> ○ New donors ○ Former donors • PTA postcard mailing • Professional thank you 	February 26, March 11 March 4 March 14, 17, 19 April 1-3	ISD Administration Teachers PTA Teachers
Newspapers <ul style="list-style-type: none"> • Full-page ad in local papers • Letters to the Editor 	March 26 March 5-26	ISD Administration Donors Entire Community
Newsletters/Flyers/E-Mail	ongoing	PTA ISD Administration Principals
Signs and Banners	February 25	PTA ISD Administration
Website	ongoing	
Videos	February 8	Students Teachers Parents ISD Administration
Presentations at Every PTA	February & March	PTA
Calling for Kids Phonebanks	April 1-2	Students ISD Administration Teachers Parents Service