

Cat Marketing Schedule Historical Document

To benefit collaboration between the relevant programs and persons, a spreadsheet is maintained to brainstorm, schedule, and assign cat adoption promotions. By outlining the promotions well in advance, events can be scheduled appropriately and tasks assigned well in advance of a due date.

Sample:

A	B	C	D	E	F	G	H
FLYER DUE	DESIGNER	EVENT	DATES OF EVENT	TIME?	LOCATION	CONCEPT	SPECIAL PRICING
10/30	Joyce	Veteran's Day	11/7 - 11/9				
11/6	Megan	Thanksgiving	11/14 - 11/16			Purrs & Pilgrims	Pick a Price, all dogs and cats
11/4	Megan	RW Event	11/15			The Bald and the Beautiful	
11/20	Dan	Black Friday	11/28 - 11/30			Black Friday	Doorbusters! 50% off all cats
11/27			12/5 - 12/7			Supply Drive Promo	Bring a donation of a case of canned dog food, get \$20 off your adoption fee. Bring a donation of clumping cat litter, get \$20 off your adoption fee. (11/17 Monica is working with dog team to get a list of qualified donations finalized.)
12/4		Miracle on Cesar Chavez	12/12 - 12/14			Miracle on Cesar Chavez will obviously be a play on Miracle on 34th St, the Xmas classic. The overall "feel" should be the miracle of the lives saved here, kinda mushy and heartfelt, like the movie but with a cat theme. Tug on people's heartstrings and this theme "should" resonate with our older or adult adopters and donors.	\$39 over 6 months
12/4		12 Days of Christmas	12/16 - 12/28				Each of the 12 days will have one cat that has a waived fee. all cats who are 12 months + are \$12. Under 12 months = \$49. Cats in foster + at site
	Monica	Holiday Adoption Event	12/20	12-6pm	Hancock	Holiday Meowacle (miracle)	\$12 all cats at event.
Done	Monica		1/9 - 1/11		All sites + foster	New Year Resolution Weight Loss Fat Cat Promo	Cats over 9lbs = \$9 (on site + in foster)
Done	Monica		1/17/2014		TLAC	Ring(worm) in the New Year	\$20.15 all RW cats/kittens at event
Done	Monica		1/23 - 1/25		All sites	January White Sale	Find white fur on any cat, get 50% off. On-site only.
Done	Monica		1/30 - 2/2		All sites + foster	Groundhog's Day	\$40 off cat adoption fees with Groundhog Day quote
N/A	N/A	Offsite Event	2/7 - 2/8		Balcones Event	N/A	
Done	Monica		2/6 - 2/8		All sites + foster	Grammy's	All "Superstar Cats", those over 3 years of age, name your own p
	Joyce	Ntl PM Adoption Weekend	2/14/2015		51st	"Be Mine, Feline"	\$10 all cats present
Done	BFAS		2/13 - 2/16		All sites	BFAS "The One" Vday promo	\$10 cats over 1 year
N/A	Rebecca / Main APA		2/23 - 3/6		???	Amplify APA! Promotional Event	schedule an Amplify donation and have fee reduced?
N/A	N/A	Offsite Event	2/28-3/1		51st	N/A	
Done	Monica		3/6 - 3/8		All sites	50 Shades of APA!	Cats w/ black or grey fur = 50%
N/A	N/A	Offsite Event, Co or PSP?	3/15/2015		Special Event	Love Comes in All Sizes - BFAS	\$17 at event
Done	Monica		3/13 - 3/22		All sites	SXSW - Cat by Cat Fest - Interactive Cat Festival!	\$49 over one year, site and foster