**Implementation & Marketing Plan**

Please complete this form to outline your implementation and marketing plans for your Take Action LA event(s). If you are hosting multiple events, complete one form and include information for all events.

This document is separated into two sections, one for Implementation and one for Marketing.

**IMPORTANT NOTE:** The implementation and marketing activities must align with your contracted activities.

**Section 1: Basic Information**

**Organization Name:**

**Event Date(s):**

**Section 2: Implementation Plan**

* Identify and include milestones such as finalizing the location, obtain permits, rent equipment, confirm speakers, order swag, design marketing materials, print resource materials, begin marketing, ensure ADA accommodation requests are met, etc.
* Do not include smaller, specific details such as: purchase cups, print name tags, pay speaker.
* Include a start and completion date (even if they are the same date).
* You may add lines to the table if needed.

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| **January 2025** |
| **Item/Task**  | **Start Date** | **Completion Date**  |
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| **February 2025** |
| **Item/Task** | **Start Date** | **Completion Date**  |
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| **March 2025** |
| **Item/Task** | **Start Date** | **Completion Date**  |
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| **April 2025** |
| **Item/Task** | **Start Date** | **Completion Date**  |
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| **May 2025** |
| **Item/Task** | **Start Date** | **Completion Date**  |
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| **After the Event(s)** |
| **Item/Task** | **Start Date** | **Completion Date**  |
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**Section 3: Marketing Plan**

* If you will not utilize a specific type of marketing, please leave that section blank. As a reminder, it is expected that the events will be advertised on each organization’s existing social media and website.
* We understand that, even with the best intentions, plans outlined below may shift. Unless a change is significant or will reduce attendance at your event, there is no need to seek CalMHSA approval.
* Reminder: Marketing must begin by March 21 and continue until your event date(s).

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| **OVERALL MARKETING GOAL** (REQUIRED) |
| 2-3 sentences outlining what you hope to achieve: |  |

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| **Social Media** |
| Platform | Date(s) of posts to organization’s page | Date to Finalize Ad Buys | Ad Start Date | Ad End Date |
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| **Organization Website** |
| Please describe how you will share information regarding the event(s) on your website |  |

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| **Email** |
| How many email blasts will be sent? |  |
| Date(s) of email blasts |  |
| Total number of people reached |  |

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| **Radio/TV** |
| Platform | Date to Finalize Ad Buys | Ad Start Date | Ad End Date |
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| **Billboards/Publications** |
| Location/Publication Name | Date to Finalize Ad Buys | Ad Start Date | Ad End Date |
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| **Flyers** |
| Anticipated Quantity |  |
| Distribution Method |  |
| Distribution Date(s) |  |

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| **Partnership/Word of Mouth** |
| Briefly describe how you will work with partners or others to share information regarding your event(s). |  |

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| **Other** |
| Briefly describe other marketing activities |  |