

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: Take Action LA Grant Organization

Event Date(s): May 30, 2025

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.

January 2025

Item/Task	Start Date	Completion Date
Confirm use of venue	1/10/25	1/11/25
Confirm event time	1/10/25	1/11/25
Confirm participation from A Place Called Home	1/14/25	1/20/25

February 2025

Item/Task	Start Date	Completion Date
Confirm all performing artist and teaching artists	2/4/25	2/8/25
Confirm panelists	2/4/25	2/8/25
Develop marketing plan	2/5/25	2/15/25
Confirm permit requirements and begin obtaining permits	2/6/25	2/15/25
Design flyers	2/20/25	2/28/25



March 2025		
Item/Task	Start Date	Completion Date
Begin marketing	3/1/25	5/30/25
Design resource materials	3/3/25	3/31/25
Order giveaway items	3/7/25	3/9/25
Contracts to all artists and panelists	3/7/25	3/12/25
Equipment rental orders placed	3/12/25	3/12/25
April 2025		
Item/Task	Start Date	Completion Date
Catering order placed	4/12/25	4/12/25
Reserve hotels for traveling panelists	4/12/25	4/12/25
Site visit to venue	4/15/25	4/15/25
Secure and contract production crew	4/15/25	4/15/25
Secure and contract videographer	4/17/25	4/20/25
Secure and contract A/V	4/17/25	4/20/25
Secure and contract translators	4/17/25	4/20/25
Design event layout	4/20/25	4/25/25
Order equipment for ADA accommodations	4/10/25	4/10/25
Order event decorations	4/10/25	4/10/25
Host panelist Zoom run-through	4/15/25	4/15/25
Host pre-event meeting with all partners/contractors	4/20/25	4/20/25
Second site visit including production and A/V contractors	4/21/25	4/21/25
Confirm all contractor arrival times	4/21/25	4/21/25
Host dress rehearsal for performing artists	4/28/25	4/28/25
May 2025		
Item/Task	Start Date	Completion Date
Panelist rehearsal	5/25/25	5/25/25
Pre-event venue prep (decorating, A/V set up)	5/29/25	5/29/25
Host "Arts and Mental Health" event	5/30/25	5/30/25
After the Event(s)		
Item/Task	Start Date	Completion Date
Send survey and thank you to attendees	6/4/25	6/4/25
Review survey results	6/10/25	6/11/25
Review footage from videographer	6/6/25	6/6/25
Develop final report	6/19/25	6/20/25
Share event video	6/26/25	6/26/25



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).

OVERALL MARKETING GOAL (REQUIRED)	
2-3 sentences outlining what you hope to achieve:	Reach 5,000 residents of South Central LA to achieve goal of 1,000 attendees. Primary outreach is to people living below the poverty level and with limited access to healthy food.

Social Media				
Platform	Date(s) of posts to organization’s page	Date to Finalize Ad Buys	Ad Start Date	Ad End Date
Instagram	4/15/25, 5/15/25	4/1/25	4/20/25	5/29/25
TikTok	4/15/25, 5/15/25	4/1/25	4/20/25	5/29/25

Organization Website	
Please describe how you will share information regarding the event(s) on your website	The event will be featured on our homepage from 3/21/25-5/30/25 and listed on our events calendar beginning on 4/1/25.

Email	
How many email blasts will be sent?	1
Date(s) of email blasts	5/3/25
Total number of people reached	1,500

Radio/TV			
Platform	Date to Finalize Ad Buys	Ad Start Date	Ad End Date
KIIS-FM 102.7	3/10/25	3/21/25	5/14/25



Billboards/Publications			
Location/Publication Name	Date to Finalize Ad Buys	Ad Start Date	Ad End Date
Los Angeles Magazine	3/30/25	4/15/25	5/30/25

Flyers	
Anticipated Quantity	25
Distribution Method	Post on available bulletin boards in local shops and libraries
Distribution Date(s)	4/12/25

Partnership/Word of Mouth	
Briefly describe how you will work with partners or others to share information regarding your event(s).	Partners will be included in the eblast which goes out to our community network.

Other	
Briefly describe other marketing activities	