



Promotional Calendars

Here, the word is used to describe a 12-month plan for promotional activities, not the calendars one gives to clients with your name on them (not that this is a bad idea!)

Most businesses with several locations adopt a promotional calendar to bring some unity to their sales and purchasing decisions. Having all locations promote the same product or service at the same time also helps customers learn about what you have to offer. Imagine the difference between hearing a soloist (or many competing soloists) and a full choir, and you will get the idea.

This promotional calendar is designed to present products and services we offer to the general public. Other calendars may be created for those services we offer to business, but this one deals with the general public side of our clientele.

Promoting the product or service of the month does not prohibit a Center from promoting other items, but the monthly choice should receive the most attention. Some ways to promote a topic include:

- Feature it on your Web site.
- Make fliers and hand them out to your target audience.
- Create posters for your office.
- Write stories on the topic for regular columns.
- Suggest the topic to news media in your area.
- Include the topic in your e-mail signature line.
- Print stick-on buttons that say “ask me about (topic).”
- Ensure all staff know the month’s topic and mention it widely *regardless of their program area*. Create a brief primer on the topic for staff if needed.

- Mention the topic in the monthly newsletter; tease it in the edition before that month.
- Hold an event or workshop about the topic – an open house, demonstration or information session. Provide refreshments; invite politicians, the media and future clients.
- Come up with your own great ideas!

January: Weight loss, nutrition, or both

February: Personal finance

March: Life skills and parenting

April: Master Gardeners and soil testing

May: 4-H Summer Camps

June: Disaster preparedness (Hurricane season approaching!)

July: Integrated pest management/ stormwater
(Not everyone offers IPM, but if you do, it is a natural adjunct. Please note that stormwater includes water harvesting, too.)

August: Energy conservation

September: Science, Technology, Engineering and Math; 4-H (back to school); or both

October: Agritourism

November: Agricultural value, Christmas trees or both

December: Eldercare, Medicare part B enrollment or both

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