



Marketing & Communications Calendar: Map out your plan for the year.
What is one thing you can do every month? What are the big events that you want to promote? What voices can you use to help share your message?

September

October

November

December

January

February

March

April

May

June

July

August

Crafting Your Message

Write 3 to 5 descriptors about the people you would like to communicate with.

Write 3 points you would like them to know about Special Olympics BC and what you're doing, or where they could get involved.

Content Creation Exercise

- Connect with an athlete or volunteer
- Pull out your phone
- Record your message above
- Share on your Local's channels!