

We understand your time is valuable – that’s why we’ve developed a simple marketing schedule to help you promote your Legacy Life program based on the pieces provided. Please keep in mind, the success of your Legacy Life program is directly proportional to your efforts in actively and enthusiastically promoting it to your donors.

Please use this fillable schedule to help you promote your Legacy Life program – feel free to keep the suggested dates provided, or edit as necessary.

<b>Program Set-Up</b>	Suggested date	Done
1. Staff Announcement	_____	<input type="checkbox"/>
2. Staff Training	_____	<input type="checkbox"/>
3. Annual Program Overview	_____	<input type="checkbox"/>
4. Board Presentation	_____	<input type="checkbox"/>

<b>Ongoing Promotions</b>	Suggested date	Done
1. Display fliers in lobby	_____	<input type="checkbox"/>
2. Place web content on website	_____	<input type="checkbox"/>
3. Use newsletter article in newsletter	_____	<input type="checkbox"/>
4. Place banner ad on website home page	_____	<input type="checkbox"/>
5. Post Facebook materials	_____	<input type="checkbox"/>
6. Send email message to donors	_____	<input type="checkbox"/>
7. Send donor letter to mid-level donors	_____	<input type="checkbox"/>
8. Place banner ad on website home page	_____	<input type="checkbox"/>
9. Post Facebook materials	_____	<input type="checkbox"/>
10. Send email messages	_____	<input type="checkbox"/>
11. Utilize on-hold message script	_____	<input type="checkbox"/>
12. Use newsletter ad in newsletter	_____	<input type="checkbox"/>
13. Display fliers in lobby	_____	<input type="checkbox"/>
14. Utilize on-hold message script	_____	<input type="checkbox"/>
15. Post Facebook materials	_____	<input type="checkbox"/>
16. Use newsletter article in newsletter	_____	<input type="checkbox"/>
17. Include message insert with annual report	_____	<input type="checkbox"/>
18. Place banner ad on website home page	_____	<input type="checkbox"/>
19. Display fliers in lobby	_____	<input type="checkbox"/>
20. Utilize on-hold message script	_____	<input type="checkbox"/>
21. Include message insert with contribution receipts	_____	<input type="checkbox"/>

All materials are included in your start-up kit.

**Please keep in mind...** We will be reaching out to you in September, Life Insurance Awareness Month, to coordinate your marketing schedule with **national advertising efforts**.

NOTE: If timing does not allow scheduling as detailed above, please use materials as often as possible with the understanding that the more frequently used, the better results could be.

**Questions?** Contact Sheri Coon at (800)488-2260 or [scoon@lifehelp.com](mailto:scoon@lifehelp.com)