

Marketing Calendar

Activities

	Direct Mail	Face-to-Face
January	Community Calendar (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors) Uncle Sam Letter with Closing Statements (2005 Clients)	Twins Club Get Together
February	"Give Your Kids A Chance" (Sphere, Neighbors, Past Clients, Prospects)	
March	Community Calendar (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors)	Luck of the Irish Mailing (Sphere, Past Clients) Twins Club Get Together
April	Market Update (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors)	Family Event
May	Community Calendar (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors)	Hand Out Balloons at Parade Twins Club Get Together
June	"Wake Up Money" (Sphere, Geo, Past Clients)	
July	Community Calendar (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors)	Back to the 50s concerts in the Park
August	Community Calendar (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors)	Twins Club Get Together - BBQ
September	Community Calendar (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors)	Half Way to St Patty's Party
October	Market Update (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors) Girls in Costume (Sphere, Geo, Prospects, Past Clients, Out of Town Agents)	Twins Club Get Together - Carve Pumpkins
November	Community Calendar (Sphere, Prospects, Past Clients, Out of Town Agents, Neighbors) "Preparing for ski season" (Sphere, Geo, Past Clients)	
December	Holiday Greeting (Entire Database)	Windermere Client Appreciation Party