

### **Week 12** - 12 weeks prior to event

- Save the Date email (1)
- Save the Date mailer (2)

### **Week 11**

- Start SOI Invitation Phone Calls - 5 per day until complete (3)

### **Week 10**

- Save the Date sent to SOI w/ Direct/Personal Messages on FB (4)
- Continue SOI invitation calls

### **Week 9**

- Formal Invitation mailed (5)
- Continue SOI invitation calls

### **Week 8**

- Formal Invitation email (6)
- Continue SOI invitation calls

### **Week 7**

- Formal Invitation to SOI w/ Direct/Personal Messages on FB (7)
- Continue SOI invitation calls

### **Week 6**

- Post Event Invitation on FB Business Page (8)
- Continue SOI invitation calls

### **Week 5**

- Share Event Invitation on FB Business Page on personal FB pages
- Continue SOI invitation calls

### **Week 4**

- Event Reminder Email (9)
- Continue SOI invitation calls

### **Week 3**

- Continue SOI invitation calls
- Bulk Text event reminder (10)

### **Week 2**

- Event Reminder Email (11)
- Sly Dial/Sly Broadcast event reminder bulk voice message to SOI (12)

### **Week 1**

- Re-Post Event Invitation on FB Business Page & Personal Pages
- Event Reminder Email (13)

### **Post Event**

- Thank you email (14)
- Thank you letter (15)
- FB Post w/ event photos – tag all attendees in post.