School Marketing Plan for [Insert Date Range]

(3-5) Key Messages about [INSERT SCHOOL NAME]:
1. 
2. 
3. 
4. 
5. 

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>MESSAGE(S)</th>
<th>MEDIUM(S)</th>
<th>EVALUATION TOOL</th>
<th>RELATIONSHIP</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>(List key messages that matter most to this audience?)</td>
<td>(How will this audience best hear the message(s)?)</td>
<td>(How do we know this audience is listening?)</td>
<td>(How do we build a relationship with this audience?)</td>
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Timeline:
(Schedule existing activities, programs and events, new ideas, evaluation methods and relationship strategies and assign a lead for each project).

Date:  Project:  Lead:  Status as of [insert date]  Complete ✓

August
September

October

November

December

January

February

March

April

May

June

July