

# Sample Timeline and Marketing Plans

## Christian Education Scholarship Program

### 2018-19 Timeline and Marketing

#### Timeline and Schedule

March 18	Applications available (Max)
April 8	Application deadline (must be delivered to KPC or Max directly)
April 9-13	Church checks applications for eligibility (KPC member) and copies for committee
April 16-20	Scholarship Committee meets and makes awards
No later than May 1	Families notified of awards

#### Marketing and Communication

Based on the timeline we need to inform the congregation, and raise the funds for this program before the middle of April.

- 1) Announcements running between March 11 - April 8, which will largely remind people of the need to donate and how to donate through the CESF webpage.
- 2) The pastor(s) will give a verbal announcement/push on March 25.
- 3) April 8: Special offering taken  
The pastor will personally speak on behalf of Christian Ed and prime the pump that day ahead of the offering