

# Temple Sinai Marketing Timeline

*As of June 5, 2024*

## Calendar Approval

- Follow the quarterly calendaring submission timeline and process as announced.
  - August - October: due via Click Up form May 15
  - November - January: due via Click Up form August 15
  - February - April: due via Click up form November 15
  - May - July: due via Click up form February 15
  - As soon as your event is approved by the Calendaring Crew, please go to ClickUp, find your event and update details
- If your event is planned after the Calendaring Crew process, send an email to the calendar@templesinaiatlanta email address.
  - You will then work with Jaimee Boettcher and Andrea Fineman for date approval and marketing options.
  - Once approved, you must create a ClickUp event.

## Marketing Timeline

*Based on when final\* information is submitted in ClickUp, the communications team will help market events based on the following timeline.*

*\*Final information includes (as applicable): preferred marketing language, final time and location, cost, information needed for reservation form, menu, speaker details, special instructions, etc.*

### **8 Weeks (Or More) Ahead of Your Event/Initiative Launch:**

*Any large congregational events/initiatives that require robust marketing plan across many demographics should have **all final** event/initiative details submitted to ClickUp and program lead should schedule a meeting with the Director of Communications at least 8 weeks in advance.*

- Registration form
- Updated information on the calendar page/website
- Shabbat to Shabbat and weekly Monday email
- Graphic to be placed in emails, website and social media. *Placement of graphics is at the discretion of the Director of Communications.*
- Event in the Calendar mailer
- Robust marketing plan and brainstorm with program lead that considers other marketing tools (video, advertising, targeted outreach, stand-alone emails, etc.)

### **Six Weeks Ahead of Your Event/Initiative Launch**

- Registration form
- Updated information on the calendar page
- Shabbat to Shabbat and weekly Monday email
- Graphic to be placed in emails, website and social media. *Placement of graphics is at the discretion of the Director of Communications.*
- Information in the Calendar Mailer
- Marketing plan based on availability on the marketing calendar

### **Four Weeks Ahead of Your Event/Initiative Launch**

- Registration form
- Updated information on the calendar page
- Shabbat to Shabbat and Monday email
- Graphic to be placed in emails, website and social media. *Placement of graphics is at the discretion of the Director of Communications.*

### **Three Weeks Or Less Ahead of Your Event/Initiative Launch**

- Registration form
- Updated information on the calendar page
- Shabbat to Shabbat and weekly email
- All other marketing items are subject to the discretion of the Director of Communications

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In addition to the above formal marketing avenues, all events and initiatives should consider informal ways to communicate their program such as personal outreach and invitations by congregants and or/staff.