

Cat Marketing Schedule Historical Document

To benefit collaboration between the relevant programs and persons, a spreadsheet is maintained to brainstorm, schedule, and assign cat adoption promotions. By outlining the promotions well in advance, events can be scheduled appropriately and tasks assigned well in advance of a due date.

Sample:

| A | B | C | D | E | F | G | H |
|-----------|--------------------|---------------------------|----------------|--------|--------------------|--|---|
| FLYER DUE | DESIGNER | EVENT | DATES OF EVENT | TIME? | LOCATION | CONCEPT | SPECIAL PRICING |
| 10/30 | Joyce | Veteran's Day | 11/7 - 11/9 | | | | |
| 11/6 | Megan | Thanksgiving | 11/14 - 11/16 | | | Purrs & Pilgrims | Pick a Price, all dogs and cats |
| 11/4 | Megan | RW Event | 11/15 | | | The Bald and the Beautiful | |
| 11/20 | Dan | Black Friday | 11/28 - 11/30 | | | Black Friday | Doorbusters! 50% off all cats |
| 11/27 | | | 12/5 - 12/7 | | | Supply Drive Promo | Bring a donation of a case of canned dog food, get \$20 off your adoption fee. Bring a donation of clumping cat litter, get \$20 off your adoption fee. (11/17 Monica is working with dog team to get a list of qualified donations finalized.) |
| 12/4 | | Miracle on Cesar Chavez | 12/12 - 12/14 | | | Miracle on Cesar Chavez will obviously be a play on Miracle on 34th St, the Xmas classic. The overall "feel" should be the miracle of the lives saved here, kinda mushy and heartfelt, like the movie but with a cat theme. Tug on people's heartstrings and this theme "should" resonate with our older or adult adopters and donors. | \$39 over 6 months |
| 12/4 | | 12 Days of Christmas | 12/16 - 12/28 | | | | Each of the 12 days will have one cat that has a waived fee. all cats who are 12 months + are \$12. Under 12 months = \$49. Cats in foster + at site |
| | Monica | Holiday Adoption Event | 12/20 | 12-6pm | Hancock | Holiday Meowacle (miracle) | \$12 all cats at event. |
| Done | Monica | | 1/9 - 1/11 | | All sites + foster | New Year Resolution Weight Loss Fat Cat Promo | Cats over 9lbs = \$9 (on site + in foster) |
| Done | Monica | | 1/17/2014 | | TLAC | Ring(worm) in the New Year | \$20.15 all RW cats/kittens at event |
| Done | Monica | | 1/23 - 1/25 | | All sites | January White Sale | Find white fur on any cat, get 50% off. On-site only. |
| Done | Monica | | 1/30 - 2/2 | | All sites + foster | Groundhog's Day | \$40 off cat adoption fees with Groundhog Day quote |
| N/A | N/A | Offsite Event | 2/7 - 2/8 | | Balcones Event | N/A | |
| Done | Monica | | 2/6 - 2/8 | | All sites + foster | Grammy's | All "Superstar Cats", those over 3 years of age, name your own p |
| | Joyce | Ntl PM Adoption Weekend | 2/14/2015 | | 51st | "Be Mine, Feline" | \$10 all cats present |
| Done | BFAS | | 2/13 - 2/16 | | All sites | BFAS "The One" Vday promo | \$10 cats over 1 year |
| N/A | Rebecca / Main APA | | 2/23 - 3/6 | | ??? | Amplify APA! Promotional Event | schedule an Amplify donation and have fee reduced? |
| N/A | N/A | Offsite Event | 2/28-3/1 | | 51st | N/A | |
| Done | Monica | | 3/6 - 3/8 | | All sites | 50 Shades of APA! | Cats w/ black or grey fur = 50% |
| N/A | N/A | Offsite Event, Co or PSP? | 3/15/2015 | | Special Event | Love Comes in All Sizes - BFAS | \$17 at event |
| Done | Monica | | 3/13 - 3/22 | | All sites | SXSW - Cat by Cat Fest - Interactive Cat Festival! | \$49 over one year, site and foster |