

I wish to go to Australia

Casper, 14
cystic fibrosis



November 2017

Macy's Believe Chapter Planning Calendar

S	M	T	W	T	F	S
			1 Distribute local Believe media alert	2 Reminder to volunteers about first week's pickup Nov. 3-5	3 Announce launch of Believe on social media TODAY	4 Continue planning your 10th Anniversary celebration!
5 Social media message: highlight a former wish kid participating in Believe	6 Don't forget the first letter counts are due TODAY 	7 Ask a local newspaper to donate ad space to publicize Believe	8 Upload the Believe cover photo to your Facebook page	9 Social media message: online letters 	10 Check in with volunteers; report any pickup issues	11 Share the Believe teacher activity kit with local schools
12 Social media message: 10th Anniversary of Believe 	13 Letter counts due	14 Send an e-blast inviting supporters to participate in Believe	15 Highlight a local letter writing campaign 	16 Mail Believe flier to local businesses and community groups	17 Invite board members or volunteers to write letters to Santa	18 Ask a local sports team to feature Believe messaging on its jumbotron
19 Check in with store managers to ensure letter pickups are going smoothly	20 Send a wish story to Macy's store managers to share with associates Letter counts due	21 Invite a former wish kid to issue a letter writing challenge	22 Discuss how to promote National Believe Day double donations with your Macy's Media Relations Manager	23 Ask a local anchor to write a letter to Santa on air Thank your Believe volunteers	24 Social media message: holiday shopping	25 Ask a local notable person or celebrity to post about Believe on social media
26 Ask local firefighters or police officers to write letters & bring them to Macy's	27 Pitch a local morning show for a Believe segment Letter counts due	28 Post a picture of your staff writing letters to Santa on Instagram 	29 Invite volunteers to share Believe messaging on their social media	30 We're halfway through the campaign! Time to check in on your Believe marketing plan		