

Re-Clothe New York



TEXTILE RECOVERY
#ReClotheNY

Re-Clothe NY Campaign: Marketing Calendar

September 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
11	12	13	14	15	16	17
<p style="text-align: center;">Sept. 15: CAMPAIGN LAUNCH!</p> <ul style="list-style-type: none"> • Promote PSI/NYPSC press release by forwarding it to relevant community groups, local government agencies, organizations, recyclers, and others • Forward campaign launch press release to local reporters in your town; follow up with phone calls (see Media Placement Tipsheet in <i>Media Toolkit</i>) • Share social posts promoting campaign launch on agency/org's Facebook or Twitter accounts (see Sample Social Posts section in <i>Outreach Toolkit</i>) • Print posters and place around your community (see <i>Outreach Toolkit</i>) 						
18	19	20	21	22	23	24
<p style="text-align: center;">Week 1</p> <ul style="list-style-type: none"> • Share social posts focusing on the environmental impacts of textiles • Share social posts focusing on back to school: donate last year's clothing • Pitch Letter to the Editor to your local papers (see <i>Media Toolkit</i>) 						
25	26	27	28	29	30	1
<p style="text-align: center;">Week 2</p> <ul style="list-style-type: none"> • Share social posts focusing on fashion messaging (stay trendy – go thrift shopping) • Pitch Radio PSA to local radio stations (see <i>Media Toolkit</i>) 						

October 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
2	3	4	5	6	7	8
<p style="text-align: center;">Week 3</p> <ul style="list-style-type: none"> • Share social posts focusing on fashion messaging (stay trendy – go thrift shopping) • Begin coordinating collection event for America Recycles Day 						
9	10	11	12	13	14	15
<p style="text-align: center;">Week 4</p> <ul style="list-style-type: none"> • Share social posts focusing on keeping your home clean or reducing clutter • Send e-blast to agency/organization’s lists to disseminate the fact sheet (see <i>Outreach Toolkit</i>) 						
16	17	18	19	20	21	22
<p style="text-align: center;">Week 5</p> <ul style="list-style-type: none"> • Share social posts focusing on the upcoming Halloween holiday (create your own costume by shopping thrift – and donate while you’re there) • Pitch local media outlets a story encouraging residents to shop for Halloween costumes at thrift stores – and donate (use Fact Sheet in <i>Media Toolkit</i> for key facts; use Media Placement Tipsheet in <i>Media Toolkit</i>) 						
23	24	25	26	27	28	29
<p style="text-align: center;">Week 6</p> <ul style="list-style-type: none"> • Share social posts focusing on the upcoming Halloween holiday (create your own costume by shopping thrift – and donate while you’re there) • Re-post posters and flyers around your community if needed 						



November 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31	1	2	3	4	5
<p style="text-align: center;">Week 7</p> <ul style="list-style-type: none"> • Share social posts focusing on upcoming America Recycles Day. Scatter additional messages throughout. • Call key media targets to alert them to Textiles Recycling Day coming up Nov 15: pitch "On America Recycles Day, donate your textiles..." (see Media Placement Tipsheet in <i>Media Toolkit</i>). Send key info. • Learn more about this campaign by attending the NYSAR3 Conference, November 2-3 						
6	7	8	9	10	11	12
<p style="text-align: center;">Week 8</p> <ul style="list-style-type: none"> • Share social posts focusing on upcoming America Recycles Day. Highlight the "season for giving" messaging to compel residents to donate. • Follow up with local reporters to remind them of Textiles Recycling Day coming up Nov 15 (see Media Placement Tipsheet in <i>Media Toolkit</i>) 						
13	14	15	16	17	18	19
<p style="text-align: center;">November 15: AMERICA RECYCLES DAY!</p> <ul style="list-style-type: none"> • Hold a collection event in your area • Share social posts about America Recycles Day, and all other messaging to compel residents to donate. Advertise your local collection event, if applicable. • Coordinate with press at your collection event, if applicable. • Promote PSI/NYPSC America Recycles Day press release by forwarding it to relevant community groups, local government agencies, organizations, recyclers, and others • Forward America Recycles Day press release to local reporters in your area 						

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