

Promotion & Recruitment Planning Worksheet

Northwest Partnership Program

See [Promotion Checklist](#) for ideas. Check your website links for accuracy on our [Current Partners Page](#).

PROMOTION PLAN FOR EARLY SPRING *(for students starting next fall semester.)*

- **Promotion** (Jan), **Events** (Jan/Feb), **Follow up** (March)

WHAT? (announcement, student interview, video, etc.)	WHERE/HOW? (worship service, youth group, email, social media, church webpage, bulletin, connect desk etc.)	WHEN?
Interest Meeting Announcement		
Interest Meeting(s) / Preview Days		
Follow-up on Inquiries		

PROMOTION PLAN FOR LATE SPRING *(for students starting next fall semester.)*

- **Promotion** (Apr), **Events** (Apr/May), **Follow up** (June)

WHAT? (announcement, student interview, video, etc.)	WHERE/HOW? (worship service, youth group, email, social media, church webpage, bulletin, connect desk etc.)	WHEN?
Interest Meeting Announcement		
Interest Meeting(s) / Preview Days		
Follow-up on Inquiries		

PROMOTION PLAN FOR FALL *(for students starting next spring or fall semester.)*

- *(Optional early bird)* **Promotion** (Sept/Oct), **Events** (Oct/Nov), **Follow up** (Nov/Dec)

WHAT? (announcement, student interview, video, etc.)	WHERE/HOW? (worship service, youth group, email, social media, church webpage, bulletin, connect desk etc.)	WHEN?
Interest Meeting Announcement		
Interest Meeting(s) / Preview Days		
Follow-up on Inquiries		