



July 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

EVENTS

Pencil In

Pencil in event titles to map where outside our four walls you will bring a Y experience this summer.

Select with Strategy

Select events that reach a market likely to be attended by people in your target zip code and market. Before investing time and resources, determine the projected ROI. (use Worksheet 2)

Collaborate

Gain approval from Executive Director. (Use Worksheet 2). Build coalition for the event with your fellow branch directors to deliver an engaging event and secure the desired result. Don't forget to track, report and celebrate your results!