

<p><b>January</b>  Daily Sales  Winter ASP Set-Up &amp; Marketing  Summer Camp: Secure Locations, Previews, School Auction Inquiries</p>	<p><b>February</b>  Daily Sales  Winter Program Check-Ins  Spring ASP Set-Up &amp; Marketing  Summer Camp: Finalize Locations, Early Bird/Steal Deal, Previous Participant Communication  Social Media Campaigns</p>	<p><b>March</b>  Daily Sales  Winter Program Check-Ins  Spring ASP Set-Up &amp; Marketing  Summer Camp: Finalize Locations, Early Bird/Steal Deal  School Fundraiser Ideas  Partnerships: Starbucks, Costco, Target  Social Media Campaigns</p>	<p><b>April</b>  Daily Sales  Spring ASP Set-Up &amp; Marketing  Birthday Party Announcements  Science Fair &amp; STEAM Night  Advertising  National High Fives Day (4/19)  Other School Events  Social Media Campaigns</p>
<p><b>May</b>  Daily Sales  Spring Program Check-Ins  Summer Camp: Social Media Campaigns</p>	<p><b>June</b>  Daily Sales  ASP Handwritten Thank You Notes  Remind Coordinators to Attend Camp  Birthday Party Announcements  \$25 Off ASP Participants</p>	<p><b>July</b>  Daily Sales  New School Mass Email Campaign  Fall Program Check-Ins  Summer Camp: Partner Check-Ins, Feedback/Adjustments</p>	<p><b>August</b>  Daily Sales  Fall ASP Set-Up &amp; Marketing  New School Mass Email Campaign  Summer Camp Wrap-Up: Surveys, Camper Thank Yous, Partner Notes  Birthday Party Announcements  \$25 Off All Campers</p>
<p><b>September</b>  Daily Sales  Fall ASP Set-Up &amp; Marketing</p>	<p><b>October</b>  Daily Sales  Identify Summer Camp Targets  Fall Program Check-Ins</p>	<p><b>November</b>  Daily Sales  Secure Summer Camp Locations  Black Friday ASP Winter Deals</p>	<p><b>December</b>  Winter ASP Set-Up &amp; Marketing  New School Mass Email Campaign  Holiday Cards to Partners</p>