

Populating and Circulating Your Calendar



Your Advocacy Campaigns

Anything you plan to do should go on the content calendar. This includes content, email campaigns, social posts and other components of your program

Your Organization's Work

Your schedule should reflect the broader calendar of your organization.



Notable Dates and Events

You can put major holidays on the calendar that could be an occasion to mark.

The Political Calendar

If your organization cares about the State of the Union address, the convening of state legislatures, or primary and general elections, those should be reflected as well.

