



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Branch Marketing Planning Template & Checklist

1. Event / Program Overview

Name: _____

Date / Time: _____

Location: _____

Goal (SMART): ■ Registrations ■ Attendance ■ Revenue ■ Retention ■ Other: _____

2. Target Audience

- Current members (onboarding, retention, engagement)
- Prospective members
- Lapsed members
- Program participants (youth sports, childcare, wellness)
- Community partners (schools, municipalities, healthcare, faith groups)
- Other: _____

Ask: Who might be left out? How can we ensure equitable access?

3. Value Proposition & Key Message

One sentence explaining why someone should attend/join: _____ Key message
(short, clear, benefits-focused): _____

4. Roles & Responsibilities

Branch contact person: _____

Marketing Department involved? ■ Yes ■ No

Other staff/volunteers helping: _____

5. Marketing Channels

Branch-Level (you can lead):

- Flyers/posters/lobby signage
- Branch social media posts (templates provided)
- Branch e-newsletter content
- Daxko Initiatives
- School/church/community outreach
- Tabling at community events
- Collecting member stories
- Add to free community calendars (if available)
- Ensure all associated website page(s) are up to date

Marketing Department (contact early):

- Paid advertising (boosted posts, Google, Meta, print, radio, TV)
- Media relations (press release, interviews)
- Video production / professional photography
- Print ordering (a-frame inserts, posters, banners, decals)
- Website updates / new pages
- Data analysis & reporting
- Crisis communication

6. Timeline & Key Dates

Save-the-date announcement: _____

Website/registration live: _____

First email/social post: _____

(after this communication be sure to check your social inbox for questions)

Reminder posts/emails: _____

On-site plan complete: _____

Thank-you/survey/follow-up: _____

7. On-Site Execution (Day Of)

- Signage and wayfinding ready
- Staff/volunteer scripts (welcome + next steps)
- Testimonials/photos collected
- Accessibility and safety checks complete

8. Measurement

- Membership sales/retention
- Program enrollment growth
- Event participation
- Net Promoter Score (NPS) surveys
- Media coverage
- Other: _____

9. Evaluation & Feedback

Did we meet our goal? _____

What worked well? _____

What should we do differently next time? _____

Feedback for Marketing Department: _____

Quick Checklist

- Did I set a clear SMART goal?
- Do I know my audience and value proposition?
- Is my message simple and benefits-focused?
- Did I engage the Marketing Department early (if needed)?
- Do I have a promotion timeline mapped out?
- Did I include my advisory board/staff in outreach?
- Do I have a way to measure and report results?