

## **Kol Zimrah Sings! Communication Timeline**

### **Before Passover/as needed**

- "Save the Date"** - Use the official "save the date" to reach out to friends, family, work networks, everyone you know who enjoys Jewish music- tell them about *Kol Zimrah Sings!*
  - do this via email, calls, texts, when meeting people in-person
- Check "Benefit Resources" to see if new resources for your use are available- use them, tweak them, or both!

### **After Passover- Mid April**

- Reach out to friends, family, work networks, everyone you know and inform them tickets, ads, donations, and sponsorships opportunities can be purchased and committed to
- Connect with out of town contacts about sponsor and ad opportunities
- Keep track of who you made contact with. There is a ["contact sheet"](#) for tracking purposes.

### **Beginning May**

- Reach out to contacts from April. Find out if tickets, ads, donations, and sponsorships were purchased, remind these individuals to take action. Kol Zimrah needs them.

### **Mid May**

- Reach out to out of town contacts inviting them to purchase a link to live-stream.

### **June 4th- June 10th**

Send "I can't wait to see you at the concert/it's not too late to lend your support" email/communication

### **June 12th**

Write thank you emails and notes, send thank you texts, make thank you phone calls to people who supported the concert/benefit.