Planner for Timely Communication - Template

Double down on the following opportune moments throughout the school year to keep your organization’s resources at the top of district leaders’ minds:

* At the start of a new term
* At the beginning of the year
* During designated adoption periods
* After spring/fall break or other extended vacation

Use this template to make note of which resources to promote and how for each window of time. Fill the table below by typing down your activities beside the time period column or even altering the time frames that are most relevant for your organization. Once done, save the filled out template below and consider making calendar reminders to revisit this resource at the appropriate time points.

| **1. Start of a new term** |  | | | |
| --- | --- | --- | --- | --- |
| **2. Start of the school year** |  | | | |
| **3. During adoption cycles** |  | | | |
| **4. After breaks or extended vacations** |  | | | |