**Promotion Tools & Budget**

[Initiative Name & Date]

|  | Frequency | Budget p/a |
| --- | --- | --- |
| Branding - Logo, Guides & Collateral | Annually | 3500 |
| Website General Update & Maintenance | Weekly | 1450 |
| Website Content - News Articles and Blog | Weekly | 0 |
| Mailchimp EDM | Weekly | 0 |
| Creative Development (Design, Writing, Ad Scripting, etc) | Monthly | 6000 |
| Adventist Record Advertising Print & Online | Monthly | 8000 |
| Relevant Events (Converge, Camp Meetings, etc..) | Quarterly | 3200 |
| Facebook | Twice Weekly | 1200 |
| Instagram | Daily | 0 |
| Video Content Creation (Youtube) | Monthly | 6000 |
| Press Releases | Quarterly | 0 |
| Guest Articles - in relevant magazines and website | Quarterly | 0 |
| Product Launch | Annually | 3500 |
| Webinars | Quarterly | 300 |
|  |  | TOTAL: 33,150 |