



easterseals
100

100th Anniversary
A Year at a Glance

Easterseals 100th Anniversary: A Year at a Glance

October '18

- Campaign reveal
- Begin quarterly training webinars
- PR story development
- PSA production

November '18

- Year-end fundraising campaign with an Amway corporate match beginning on Giving Tuesday

December '18

- Campaign rollout
- Finalize PR launch and corporate sponsorships
- Finalize Rose Parade details
- Teaser spots aired in Comcast NBCU markets
- Campaign: New Year's Resolution and Our Promise to America

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January '19

- Campaign launch
- Tournament of Roses Parade on January 1st in Pasadena, CA
- National PSA aired in Comcast NBCU markets
- Historical videos available for use
- Begin national media placements

March '19

- 100th Anniversary Celebration Week in Washington DC:
 - Capitol Hill day
 - Celebration of Giving dinner
 - National Board Meeting

February '19

- Finalize Anniversary month activities
- Quarterly network training



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April '19

Anniversary Month

- National Day of Giving, April 22nd
- National PSA aired in Comcast NBCU markets
- Campaign: *21 Reasons to Give* celebrating 40 years of partnership with Century 21
- “Thank You Easterseals” ad placements in various publications
- OpEds in national dailies

Other Plans in Pursuit

Anniversary Month

- Ring the New York Stock Exchange bell
- Airtime on national morning shows
- Google Doodle

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July-September '19

- Week of 100 Dinners (July)
- Americans with Disabilities Act Anniversary (July)
- Campaigns: Independence Day (July) and Back to School (August)
- Easterseals staff appreciation month (August)



October-December '19

- Campaigns: Disability Awareness Month (October) and Veterans Day (November)
- Year-end fundraising campaign beginning on Giving Tuesday (November)

