**Make Every Thread Count Sample Implementation Strategy**This grid was designed to make filling out the implementation strategy easy. The campaign elements for Make Every Thread Count are listed in the first column.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Check if selected** | **Campaign Elements** | **Schedule** | | | | | | | | | | | | **Notations on Elements** |
| **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
|  | Website |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | E-newsletter |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Press Release |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Social Media |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Bill insert |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Quality/Care Flyer |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Print and/or digital advertisement |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | Other |  |  |  |  |  |  |  |  |  |  |  |  |  |