



2014 Sloan Awards Marketing Timeline

This calendar contains important dates for the Award program and suggested ideas for marketing the program. Sample language for marketing emails can be found in the sample email copy document.

January

Begin sending pre-launch emails to networks

- Message: A New Year... A New Way of Working.

21st: Employer application launches.

- Send out launch announcements (see sample email copy), post an announcement on your website and through social media channels.

Local media coverage: Reach out to local business journals and other media outlets.

- Pitch the awards and previous winners as a story about innovative employers in your community or get the award application period added to their events calendar.
- If you are a new community partner, send out the press release announcing your involvement with this national initiative. Tie any stories/interviews in with a mention of the applications being open.

Repeat applicants: Reach out to previous applicants (if applicable) and invite them to apply again

- Message: Some Exciting Improvements in the Sloan Award Program.
 - Including new software platform for the applications/surveys that will run smoother and new NSE data being released to compare against.

February

Exact date TBD: FWI releases the new National Study of Employers report.

- Findings from this new report will be making national headlines and will be a perfect opportunity to talk about the state of flexibility in U.S. businesses today.

Consider holding application workshops or office hours.

- Invite employers to an event and get them started on completing their application. Have When Work Works resources available for distribution and provide any assistance to folks as they begin their applications.

Send out reminder message about the launch of the applications and/or write blog posts about flex.

- Message: Is Your Workplace a Ghost Town the Day After the Super Bowl?
 - Absenteeism and lost productivity on a day when everyone expects employees to call in sick. What's the alternative? Maybe compressed workweeks can help.

Reach out to local business journals and other media outlets.

- Pitch the awards and previous winners as a story about innovative employers in your community or get the award application period added to their events calendar.

14th: Valentine's Day emails

- Message: Do Your Employees *Love* Working For You?
 - If you are the kind of employer that people *love* to work for, then you are the kind of employer we want to have apply.

March

All month long: Women's History Month

- Message: Women's Changing Roles at Home and at Work
 - Women's roles have changed drastically over the past 30 years, but research shows that workplace flexibility can have a huge impact on both women and men.

11th: One month until the deadline messages

- Message: One Month Left to Apply!
 - See email template for sample copy for this message. There's still time to apply.

Reach out to applicants who have started, but not completed their application. Find out what they need to finish.

28th: Two week until the deadline messages

- Message: Two Weeks Left to Apply!
 - See email templates for sample copy for this message. Last chance to apply.

April

1st: April Fool's Day messages

- Message: Don't Be a Fool! Get This Prestigious Award for Great Employers
 - The April 11th deadline is approaching

11th: Applications are closed

May

5th-16th: Round 1 notification emails sent to winners and Community Partners (projected)

June

2nd-27th: Round 2 employee survey period (projected)

August

4th-8th: Final notifications sent to winners and Community Partners (projected)