

KEY STRATEGIC INITIATIVES FOR Monthly Marketing & Event Calendar

Year _____

Projected Income for month		Week 1	Week 2	Week 3	Week 4	Week 5	Actual Income for month
	December						
	January						
	February						
	March						
	April						
	May						
	June						
	July						
	August						
	September						
	October						
	November						
	December						
	January						
Total:							Total: