## BA 2025 Marketing Calendar

| CAMPAIGN DATES             | 1/1/25 - 12/31/25         |
|----------------------------|---------------------------|
| YOUR CONTENT IS DUE BY:    | Date Highlighed in Yellow |
| YOUR CONTENT IS PUBLISHED: | Date Highlighed in Green  |

| CAMPAIGN TYPE                  |        | QUARTER 1 |        |        | QUARTER 2 |        |        | QUARTER 3 |        | QUARTER 4 |        |        |
|--------------------------------|--------|-----------|--------|--------|-----------|--------|--------|-----------|--------|-----------|--------|--------|
|                                | JAN    | FEB       | MARCH  | APRIL  | MAY       | JUNE   | JULY   | AUGUST    |        | ОСТ       | NOV    | DEC    |
| Newsletter Marketing           |        |           |        |        |           |        |        |           |        |           |        |        |
| Your Content Due               | Jan 14 | Feb 11    | Mar 11 | Apr 15 | May 13    | Jun 10 | Jul 15 | Aug 12    | Sep 16 | Oct 14    | Nov 11 | Dec 9  |
| Newsletter Sent Out            | Jan 28 | Feb 25    | Mar 25 | Apr 29 | May 27    | Jun 24 | Jul 29 | Aug 26    | Sep 30 | Oct 28    | Nov 25 | Dec 16 |
| Social Media Marketing         |        |           |        |        |           |        |        |           |        |           |        |        |
| Your Content Due               | Jan 14 | Feb 11    | Mar 11 | Apr 15 | May 13    | Jun 10 | Jul 15 | Aug 12    | Sep 16 | Oct 14    | Nov 11 | Dec 9  |
| Social Media Posted            | Jan 28 | Feb 25    | Mar 25 | Apr 29 | May 27    | Jun 24 | Jul 29 | Aug 26    | Sep 30 | Oct 28    | Nov 25 | Dec 16 |
|                                |        |           |        |        |           |        |        |           |        |           |        |        |
| Solo Email Blast (2 campaigns) |        |           |        |        |           |        |        |           |        |           |        |        |
| Your Content Due               | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD       | TBD    | TBD    |
| Date Email Blast Sent          | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD       | TBD    | TBD    |
| Event Marketing (2 campaigns)  |        |           |        |        |           |        |        |           |        |           |        |        |
| Your Content Due               | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD       | TBD    | TBD    |
| Date Email Blast Sent          | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD    | TBD       | TBD    | TBD       | TBD    | TBD    |
|                                |        |           |        |        |           |        |        |           |        |           |        |        |

## 2025 Quarterly Zoom Events Calenda

| Yellow is the Date Marketing Begins.        |  |
|---|--|
| Green is the date of the Zoom Event.        |  |
| Grey indicates the event date is unvailable |  |

|      |                          | QUARTER 1 |          |            |            | QUARTER 2 |           |           | QUARTER 3   |           | QUARTER 4 |          |          |
|------|--------------------------|-----------|----------|------------|------------|-----------|-----------|-----------|-------------|-----------|-----------|----------|----------|
| Time | Chapter City             | Jan 2025  | Feb 2025 | March 2025 | April 2025 | May 2025  | June 2025 | July 2025 | August 2025 | SEPT 2025 | Oct 2025  | Nov 2025 | Dec 2025 |
| EST  | Atlanta                  |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Washington DC            |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| CST  | Houston                  |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| CST  | New York City            |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Cleveland                |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| PST  | Los Angeles              |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| CST  | Chicago                  |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Charlotte                |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Dallas                   |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Columbus                 |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Philadelphia             |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Cincinnati               |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |
| EST  | Build Your Network Class |           | Feb 3    | Mar 20     |            | May 5     | Jun 19    |           | Aug 4       | Sep 18    |           | Nov 3    | Dec 11   |

## **BA 2025 Professional Development**

|      |                           | QUARTER 1 |          |            |            | QUARTER 2 | QUARTER 3 |           |             | QUARTER 4 |          |          |          |
|------|---------------------------|-----------|----------|------------|------------|-----------|-----------|-----------|-------------|-----------|----------|----------|----------|
| Time | CLASS TYPE                | Jan 2025  | Feb 2025 | March 2025 | April 2025 | May 2025  | June 2025 | July 2025 | August 2025 | SEPT 2025 | Oct 2025 | Nov 2025 | Dec 2025 |
| EST  | Womens Leadership Academy |           |          | Mar 26     |            |           |           |           |             | Sep 24    |          |          |          |
| EST  | Mens Leadership Academy   |           |          | Mar 26     |            |           |           |           |             | Sep 24    |          |          |          |