

DATE	TIME	PLATFOR M(S)	TYPE	Purpose or Topic	KPI	POST TEXT	CTA LINK	GRAPHIC FILE NAME	COMPLE TE?	REACH	REACTIO NS	COMMEN TS	SHARES	
	Week 1													
	Mon	11:00 AM	IG+FB	reel/video	“Why Theatre Arlington matters” intro	Reach / Awareness	“For over 50 years, Theatre Arlington has brought stories to life right here in our community.”	theatrearlington.org	TA_Why_Theatre_Arlington_Matters_Reel.mp4					
		Thu	6:00 PM	FB+IG	Photo carousal	Theatre impact / community / education	Saves / Shares	“Theatre is more than entertainment. It’s education, confidence, and community.”	Donate page	TA_Community_Impact_Carousel_01.jpg				
		Mon	10:00 AM	Email	Intro email	Awareness	Open Rate	👋 For over 50 years, Theatre Arlington has brought stories to life in our community. From young performers to unforgettable productions, your support keeps the arts alive.	Learn more / Visit our site	Intro_Email_Draft				
	Week 2													
	Tue	12:00 PM	IG+FB	carousal	Behind the scenes / costumes / crew	Engagement	“Every show takes a village.”	Learn more	TA_Behind_The_Scenes_Costume_Carousel_01.jpg					
	Fri	5:00 PM	FB	Testimonial / quote graphic	Donor soft ask	Comments / Clicks	“Your support helps keep arts accessible for Arlington families.”	Donate	TA_Costume_Crew_Story_Carousel_03.jpg					
	Tue	10:00 AM	Email	Community + soft ask	Clicks	CTR	💖 Your support helps fund youth programs, productions, and opportunities for local artists. See how your impact makes a difference in Arlington.	Support our mission / Donate	Emai_Soft_Draft					
Week 3														

Mon	1:00 PM	IG Reels	Funny backstage trend / actor challenge	Entertainment	Reach	👂 Just another day backstage! From quick changes to cast laughs, here's a fun peek at the chaos and magic that happens before the curtain rises. Stay tuned!	Watch more / Follow for BTS
Wed	6:00 PM	FB+IG	A.C.T.S youth spotlight	Community proof	Shares	🌟 A.C.T.S. is helping young performers grow in confidence, creativity, and community. Your support helps us inspire the next generation of artists.	Learn more / Support youth programs
Sat	2:00 PM	FB	Donation impact graphic	clicks	"Your gift keeps young artists learning."	💖 Your gift keeps young artists learning, creating, and shining on stage. Every donation helps us keep theatre accessible for our community.	Donate today / Make an impact
Mon	10:00 AM	Email	Story / spotlight	engagement	Clicks	🌟 One stage can change a life. See how Theatre Arlington is helping young performers grow in confidence and creativity through the arts.	Read the story / Give today Email_Story-Draft
Thu	2:00 PM	Email	Engagement / BTS engagement		Open Rate	👁️ Go behind the curtain with us. From rehearsals to opening night, see what it takes to bring each production to life.	See behind the scenes / Follow along Email_BTS_Draft
Week 4							
Tue	12:00 PM	IG+FB	Event promo	ticket sales	CTR	"Join us for our Playreading Series April 18–19."	Reserve your seat / Get tickets

					👂 Sneak peek behind the curtain! Rehearsals are in full swing as our cast and crew bring the magic to life. Every scene is coming together thanks to the passion behind the stage. Stay tuned! ✨	Follow for more / Stay tuned	
Thu	7:00 PM	IG reel	rehearsal sneak pi engagement	views			
Sat	10:00 AM	FB	donor/ community donations	clicks	“Here’s what your gift makes possible.”	Donate today / Support our mission	
Tue	10:00 AM	Email	Event promo	donations	Clicks	👂 Join us for upcoming performances and experience the magic live. Your support helps make every show possible.	Get tickets / Learn more
					💖 Every performance, every student, every story starts with support from people like you. Help us continue bringing theatre to Arlington.	Email_EventPromo_Draft	
Fri	1:00 PM	Email	Mid campaign pus donations	Clicks		Donate today	Email_MidCam_Draft
Week 5							
Mon	12:00 PM	FB+IG	donor appeal grap donations	Clicks	💖 Your support helps keep Theatre Arlington thriving. Every donation helps fund productions, youth programs, and unforgettable live performances.	Donate today / Support our mission	
Wed	3:00 PM	IG Reel	“day in the life of t reach	Reach	👂 A day in the life at Theatre Arlington! From rehearsals to set builds, every moment behind the scenes helps bring the magic to life.	Follow along / Support local theatre	

Fri	6:00 PM	FB	countdown post	urgency	Clicks	⌚ The next show starts with you. Help us keep theatre accessible, inspiring, and alive for our community. Every gift makes a difference.	Give today / Help us reach our goal	
Sun (Opt)	11:00 AM	Story	poll / sticker	engagement	Story replies / taps	👉 What's your favorite part of theatre? Vote in our story and help us keep the arts alive in Arlington!	Tap to vote / Join the conversation	
Mon	10:00 AM	Email	Impact breakdown	donations	Clicks	👂 What does your donation do? It funds sets, supports students, and keeps live theatre accessible for our community.	Make an impact / Donate	Email_ImpactBreak_Draft
Wed	3:00 PM	Email	Urgency	conversions	Clicks	⌚ We're close to our goal. Your support right now helps us continue creating meaningful experiences on and off the stage.	Give today	Email_Urgency_Draft
Sun	5:00 PM	Email	Final week kickoff	donations	Clicks	🏰 Final week to support Theatre Arlington. Every donation counts toward keeping our stage alive.	Support now	Email_FinalWeek_Draft
Week 6								
Mon	12:00 PM	IG + FB	emotional video	final donation push	Donations / Shares	💖 Every standing ovation, every young artist, and every unforgettable performance starts with support from people like you. Help us keep theatre alive in Arlington.	Donate today / Support our mission	

					🌟 Because of your support, Theatre Arlington can continue to educate young performers, create meaningful productions, and bring our community together.	See your impact / Give now	
Wed	3:00 PM FB	impact numbers / proof		Clicks / Saves			
					👁️ The spotlight is on and there's still time to make a difference. Join us for upcoming performances and help us keep the magic going.	Get tickets / Donate today	
Fri	6:00 PM IG + FB	event reminder + urgency		Clicks			
					⌚ Last chance to help us reach our donation goal! Every gift helps keep our stage, programs, and community thriving.	Give now / Help us finish strong	
Sun	12:00 PM Stories+Feed	last chance ask	conversions	Conversions / Link taps			
					💖 Every standing ovation starts with someone like you. Help us continue inspiring our community through live theatre.	Donate today	Email_EmotionalAppeal_Draft
Mon	10:00 AM Email	Emotional appeal	donations	Clicks	⌚ Time is running out to support Theatre Arlington. Your gift today helps secure the future of local theatre.	Give now / Help us finish strong	Email_LastChance_Draft
Wed	2:00 PM Email	Last chance	conversions	Clicks			
					🕒 Final hours to make an impact. Help us reach our goal and keep theatre thriving in Arlington.	Donate today	Email_FinalDayPush_Draft
Fri	9:00 AM Email	Final day push	conversions	Clicks			