***Buried on This Day* Event Series**

**Planning and Marketing Kit Preview**

**Concept Explanation:**

This event series is designed to take participants on a walking tour of the cemetery. The group will visit and learn about 6-10 people buried on a selected day. The days selected are holidays, though this concept could be used on any day with at least 6 not-too-depressing burials on record.

**Included currently:**

* One Halloween and one Valentine’s Day flyer
* Corresponding detailed burials list for each day
* Excel pivot table with instructions to find burials on a selected day

**If your team is on board, I can provide any or all of the following:**

* A marketing and event execution plan
* Canva templates for all designed assets for easy editing
* Additional flyers for requested holidays throughout the year
* Detailed burials list for all additional holidays requested
* Social media posts/matching graphics, poster designs, press release

**Additional notes:**

This kit provides NCCA with the tools needed to market and host this series for years to come. In addition to saving time, the primary benefit of NCCA taking ownership of the toolkit and knowing how to use it is cost savings. Beyond the upfront cost, overhead for these events and time investment will be minimal, meaning more funds will go directly to NCCA. We can also explore strategies for converting attendees into members and donors.