

Redefining Active



Active Aging Week five-month plan

Planning stages	May	Jun	Jul	Aug	Sep
Contact people to plan events.					
Form vision of what your week will look like.					
Choose target audiences, activities.					
Reserve speakers, space, equipment.					
Plan marketing campaign, produce materials.					
Launch marketing program.					
Finalize work that allies, volunteers and others will perform.					
Post posters and other displays.					
Welcome your participants.					