

# Neighborhood Farming Calendar

## **January Postcard**

Proof of Success + Wealth Vendors -  
Include 2 financial planners and 2 trust attorneys. "New Year, New You: Map Your Wealth, Grow Your Fortune, and Leave a Legacy Worth Bragging About!"

## **February Love Postcard**

Get back to loving yourself! 7 day free trial at NCFP

## **March Postcard**

Spring Cleaning Tips and Tricks +  
Discount Window Cleaning "In Taylor Swift style, shake it off and spring into freshness with our sparkling clean tips and tricks!"

## **April Postcard**

Tree Service/Landscaping - "Branch out and leave it to us: Here are some vendors to spruce up your landscaping this Spring."

## **May Letter**

Neighborhood Recent Stats and Local Goodies Raffle (\$50-100 tops)

## **June Summer Postcard**

Local Neighborhood Business Highlights with Coupons from them

## **July Letter**

Neighborhood Recent Stats and "We aren't kidding, we do have a buyer."

## **August Postcard**

Insurance Vendors - Include 3 Vendors

## **September Letter**

Energy Saving Tips w/ Ice Cream Coupon

## **October Postcard**

Pest Vendors "The heat is creeping up, and so are the crawlers—just in time for Halloween!"

## **November Letter**

Neighborhood Recent Stats and Community Food Drive

## **December Postcard**

Local Holiday Events and Holiday Recipes "Happy Holidays! 'Tis the season—explore our delicious holiday recipes and make every bite merry."

### **Implementation Details:**

- All mail to be out in mailboxes no later than mid-month.
- Call to Action QR code on each mailing piece.
- QR Code sending them to a corresponding neighborhood website made in lofty.
- Each lead will need to sign in with their name, email and address to get access and then will get tagged in Lofty. (Need to create a specific tag).
- Once a lead signs in, we send a handwritten note to their address with our business card, mentioning that we have a more extensive list of vendors if anything is needed.
- Going forward, all new leads will also get invited to the Summer Party.
- Following letter in the mailing sequence will reference back to the last vendor mentioned with another smaller QR code in case they change their mind about entering info and now want to get it. Phrase: "Didn't catch our last mailer about 'X'? No worries, we know it probably met the recycling bin! Snap this QR code to get the list of 'X' Vendors."
- Each vendor mailer to include a phrase that says "Full Access to our whole Preferred Vendor Partner List here" with the QR code to the vendor tab.
- Each comparable stat mailer to include a phrase that says "Get the Inside Scoop: Neighborhood Stats That Keep You in the Know for Your Own Home Value. Get a professional estimate today" with a QR code to the Home Value tab.

### **Community Food Drive:**

- When people donate, log their address and send a thank you handwritten note.

### **Raffle:**

- Owner must scan a QR code to enter. They must put in a phone number on this entry so we can call the winner.
- A video email with the winner's name to be sent out to any lead that has already come in from the mailers and tagged as the farm.

### **Website Sections:**

- About Us
- Coupons
- Home Search
- Home Value
- Preferred Vendors
- Community Events