



Ramadan Planning 2024

Prepared on:
22.10.2023

Key Milestones

- Messaging and Approach confirmed by all major stakeholders: **25.11.23**
- All requested information from client: **30.11.23**
- 1st Draft of all pages from the client: **10.01.24**
- Ads created: **20.01.24**
- Send display ads to client for sign off: **30.01.24**
- Feedback and changes to AdShare: **07.02.24**
- Campaign live date: **15.02.24**

Assets Needed

Assets Needed	Complete
Videos x 3 (including one for each main project)	
Case studies x 4	
Raw high-quality images	
Updated Impact stats	
Emails x 5 to cover pre-Ramadan period onwards	
Wider blogs x 2 (Zakat Guide, Giving in Ramadan, etc.)	
Misc. designs e.g., Annual Report, Direct Mail	
Volunteer information and activities where relevant	

	Pre-Ramadan (4 weeks before)	1st 10 Days	2nd 10 Days	Last 10 Days
Key Themes / Messages				
Emails				
Display Ads				