Benchmark Achievement Form

Marketing/Media/PR Campaign

Select one of the following:

Benchmark Achievement Anticipated (current) - $500

Benchmark Achieved (past) - $250

Benchmark In Progress **-** EstimatedAchievement Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Benchmark Revisited Due to Significant Changes in District (describe): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Not Working on Benchmark

Total Number of Earned Media Stories (in the past 12 months):

Please attach any media clips, press releases, media lists or collateral pieces to support this benchmark.

Increase of Website Visitors and/or Social Media followers in the past 12 months (% and #):

How do your marketing efforts utilize your district’s brand and collateral?

How do you market the district seasonally?

Has your district had to overcome a major disruption?  Yes  No

If yes, what was it and what resources/strategies did you use? If no, what resources/strategies would you use to overcome a major disruption?

What impact has your marketing had on district business revenue?