

GO MONTH 2023

Content Calendar for Email & Social Media

[Individual Emails](#)

[Leader Emails](#)

[Social Media Posts](#)

1. Week 1: The big vision

a. Email

- i. Send date: April 16
- ii. Individual email subject: That moment when everything changed
- iii. Leader email subject: Overcoming the fear
- iv. CTA: Get this year's GO Guide

b. Social media

- i. Post 1a - April 17
- ii. Post 1b - April 19
- iii. Post 1c - April 22

2. Week 2: Invitation

a. Email

- i. Send date: April 23
- ii. Email subject: The good news about sharing the good news
- iii. Leader email subject: We GO together
- iv. CTA: Invite someone to join you in GO Month

b. Social media

- i. Post 2a - April 24
- ii. Post 2b - April 26

- iii. Post 2c - April 29

3. Week 3: Prayer

a. Email

- i. Send date: April 30
- ii. Email subject: Unless...
- iii. Leader email subject: The partnership
- iv. CTA: Pray For Your 5

b. Social media

- i. Post 3a - May 1
- ii. Post 3b - May 3
- iii. Post 3c - May 6

4. Week 4: Care

a. Email

- i. Send date: May 7
- ii. Email subject: Love gives and love goes
- iii. Leader email subject: Prepare the way
- iv. CTA: Visit our resource hub

b. Social media

- i. Post 4a - May 8
- ii. Post 4b - May 10
- iii. Post 4c - May 13

5. Week 5: Share

a. Email

- i. Send date: May 14
- ii. Email subject: Everyone can reach someone
- iii. Leader email subject: Join the story
- iv. CTA: Share A Testimony

b. Social media

- i. Post 5a - May 15



- ii. Post 5b - May 17
- iii. Post 5c - May 20

6. Week 6: GO Resources

a. Email

- i. Send date: May 21
- ii. Email subject: Together we can reach the world
- iii. Leader email subject: GO Day is this Saturday
- iv. CTA: Visit Our Resource Hub

b. Social media

- i. Post 6a - May 22
- ii. Post 6b - May 24
- iii. Post 6c - May 27

7. Week 7: What happened and what's next

a. Email

- i. Send date: May 28
- ii. Email subject: What happens next?
- iii. Leader email subject: Stay tuned
- iv. CTA: Share A Testimony

b. Social media

- i. Post 7a - May 28
- ii. Post 7b - May 30
- iii. Post 7c - May 31