
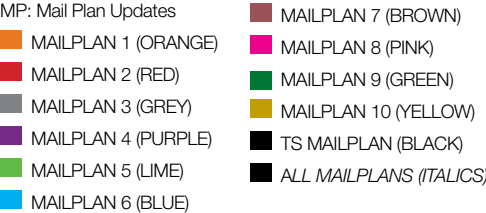


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
	1 No Order Calls MP3 C19 No Order Calls MP4 C19 Orders Due MP 5 C19 MP Update MP 1 C19 MP 1 Update TS C21 Appts End MP 10 C19 Appts Start MP 10 C20	2 No Order Calls MP4 C19 No Order Calls MP5 C19 Orders Due MP 6 C19 MP Update MP 2 C19 Appts End MP 1 C20 Appts Start MP 1 C21 Appts End TS C22 Appts Start TS C23	3 No Order Calls MP5 C19 No Order Calls MP6 C19 Orders Due MP 7 C19 MP Update MP 3 C19 Appts End MP 2 C20 Appts Start MP 2 C21	4 No Order Calls MP6 C19 No Order Calls MP7 C19 MP Update MP 4 C19 Outspoken Party by Fergie A WEEK: C20 SHIP DIRECT DUE TS: C22 INSTANT DELIVERY DUE	5	6	
7 Orders Due MP 8 C19 (11:59pm local time) No Order Calls MP7 C19 Appts End MP 3 C20 Appts Start MP 3 C21 Orders Due MP 9 C19 Appts End MP 4 C20 Appts Start MP 4 C21 Labor Day	8 No Order Calls MP8 C19 No Order Calls MP9 C19 Orders Due MP 10 C19 MP Update MP 5 C19 Appts End MP 5 C20 Appts Start MP 5 C21	9 No Order Calls MP8 C19 No Order Calls MP9 C19 No Order Calls MP10 C19 Orders Due MP 1 C20 Orders Due TS C22 MP Update MP 6 C19 Appts End MP 6 C20 Appts Start MP 6 C21	10 No Order Calls MP10 C19 No Order Calls MP1 C20 No Order Calls TS C22 Orders Due MP 2 C20 MP Update MP 7 C19 Appts End MP 7 C20 Appts Start MP 7 C21	11 No Order Calls MP1 C20 No Order Calls MP2 C20 No Order Calls TS C22 MP Update MP 8 C19 MP Update MP 9 C19 Outspoken Party by Fergie B WEEK: C20 SHIP DIRECT DUE	12	13 Orders Due MP 3 C20 Appts End MP 8 C20 Appts Start MP 8 C21 National Grandparents Day	
14 No Order Calls MP2 C20 No Order Calls MP3 C20 Orders Due MP 4 C20 Appts End MP 9 C20 Appts Start MP 9 C21 Rosh Hashanah Final Update (ALL MPS) C19 Final Update TS C21	15 No Order Calls MP3 C20 No Order Calls MP4 C20 Orders Due MP 5 C20 MP Update MP 1 C20 MP 1 Update TS C22 Appts End MP 10 C20 Appts Start MP 10 C21	16 No Order Calls MP4 C20 No Order Calls MP5 C20 Orders Due MP 6 C20 MP Update MP 2 C20 Appts End MP 1 C21 Appts Start MP 1 C22 Appts End TS C23 Appts Start TS C24	17 No Order Calls MP5 C20 No Order Calls MP6 C20 Orders Due MP 7 C20 MP Update MP 3 C20 Appts End MP 2 C21 Appts Start MP 2 C22	18 No Order Calls MP6 C20 No Order Calls MP7 C20 MP Update MP 4 C20 GROW TO WIN Webinar  Outspoken Party by Fergie A WEEK: C21 SHIP DIRECT DUE	19	20 Orders Due MP 8 C20 (11:59pm local time)	
21 No Order Calls MP7 C20 No Order Calls MP8 C20 Appts End MP 3 C21 Appts Start MP 3 C22 Orders Due MP 9 C20 MP Update MP 5 C20 Appts End MP 4 C21 Appts Start MP 4 C22	22 No Order Calls MP8 C20 No Order Calls MP9 C20 Orders Due MP 10 C20 MP Update MP 6 C20 Appts End MP 5 C21 Appts Start MP 5 C22	23 No Order Calls MP9 C20 No Order Calls MP10 C20 Orders Due MP 1 C21 Orders Due TS C23 MP Update MP 7 C20 Appts End MP 6 C21 Appts Start MP 6 C22 Yom Kippur Fall Begins	24 No Order Calls MP10 C20 No Order Calls MP1 C21 No Order Calls TS C23 Orders Due MP 2 C21 MP Update MP 8 C20 Appts End MP 7 C21 Appts Start MP 7 C22	25 No Order Calls MP1 C21 No Order Calls MP2 C21 No Order Calls TS C23 MP Update MP 9 C20 Outspoken Party by Fergie B WEEK: C21 SHIP DIRECT DUE	26	27 Orders Due MP 3 C21 Appts End MP 8 C21 Appts Start MP 8 C22	
28 No Order Calls MP2 C21 No Order Calls MP3 C21 Orders Due MP 4 C21 Appts End MP 9 C21 Appts Start MP 9 C22 Final Update (ALL MPS) C20 Final Update TS C22	29 No Order Calls MP3 C21 No Order Calls MP4 C21 Orders Due MP 5 C21 MP Update MP 1 C21 MP 1 Update TS C23 Appts End MP 10 C21 Appts Start MP 10 C22	30 No Order Calls MP4 C21 No Order Calls MP5 C21 Orders Due MP 6 C21 MP Update MP 2 C21 Appts End MP 1 C22 Appts Start MP 1 C23 Appts End TS C24 Appts Start TS C25	KEY: MP: Mail Plan Updates 				

Division/District Notes:

CAMPAIGN SCHEDULE ROADMAP PLANNING SEPTEMBER 2015

Key Programs and Incentives:

Promoters & Ambassadors:

- **C20-C26 (C22-C2TS):**
The Journey to Gold

Leaders and Above:

- **C19-C22 (C21-C24TS):**
It's Time to Recruit

All Representatives:

- **C7-26 (C9-C2TS):** Rewards & Recognition Program Points

Don't forget, Every Representative has the opportunity to earn Rewards and Recognition Points for achievement!

New Representatives:

- **C10-19 (C12-C21TS):**
Hit \$100 Challenge

Executive Leaders and Above:

- **C13-C26 (C15-C2TS):**
Crossover and Cash In

Campaign Activation Planning:

- Promote Refer a Friend program with non-Leadership Representatives and encourage them to share the Avon opportunity with others.
- Check out the latest Beauty for a Purpose videos on the Avon YouTube channel – make sure you share.
- Host WEB TV Talks to activate campaign
- Increase appointments with the Hit \$100 Challenge and with the new 5 Ways to Hit \$100 job aid.
- Promote online Skin Care Clinics to support and drive \$100 orders
- Promote Avon Auto-Replenish Program
- Activate Direct Delivery Incentives to drive e-Store sales
- Encourage your Representatives to register on Avon University.