



## Month 1

### Week 1

- ▼ Read the Carrotmob Guide
- ▼ Read Supporting Documents
- ▼ Step 1: Check Yourself
- ▼ Step 2: Build Your Team

### Week 2

- ▼ Step 3: Make the Big Decisions
- ▼ Step 4: Connect w/ HQ

### Week 3 to 4

- ▼ Step 5: Set-up Publicity
- ▼ Step 6: Recruit Your Business Partner
  - Research and Locate Businesses
  - Deliver Invitations and Visit Businesses
  - Follow-up

## Month 2

### Week 5

- ▼ Step 7: Bidding and Selection
  - Bid Submission
  - Coordinate Bids
  - Select Winner

### Week 6 to 7

- ▼ Step 8: Preparing for the Big Day
  - Plan w/ Winning Business
  - Logistic Preparation
- ▼ Final Push to Get the Word Out!

### Week 8

- ▼ Step 9: The Big Day
  - Rock It!!

### Week 9 to 10

- ▼ Step 10: Ride the Momentum
  - Spread news of your success
  - Help us make Carrotmob better