

regionalREPORT

LINKING MEMBERS OF ALLIANCE FRANCHISE BRANDS – MARKETING & PRINT DIVISION

Midwest Region

December 2, 2015

Greetings!

Hope you and yours enjoyed a safe and Happy Thanksgiving!

Brian Walsh's Basket Brigade Delivers Thanksgiving Dinners ... And Hope

Brian Walsh, owner of Allegra, Palatine, Ill., and his wife Cherish founded The Basket Brigade of Suburban Chicago to put the GIVING back in Thanksgiving. Earlier this month, they completed their big event, distributing complete Thanksgiving meals to 195 families, feeding 975 people in the suburbs of Chicago.

More than 120 volunteers worked to fill boxes, assembly line-style, with complete Thanksgiving dinners, including turkey, stuffing, mashed potatoes, vegetables, a pumpkin pie and more. The meals were distributed to families who were nominated by a variety of local service organizations or privately nominated through the [Basket Brigade's website](#).

"While we keep busy at our Allegra center, we wanted to do more for our surrounding community members," said Walsh. "Our community really stepped up with the volunteers and the donations, both private and corporate, and we were able to partner up with many cool organizations, nonprofits, and civic organizations to identify families in need. It was really a team effort."

Take a look at some of the [photos taken](#) during the basket packing.



Brian Walsh and his daughter packing meals.

2016 Marketing Plan Templates Now Available

With 2016 quickly approaching, it's time to get started on your annual Marketing Plan. This tool includes all possible components of your marketing outreach and provides a concise and easily trackable way for you to budget and plan for your 2016 marketing efforts.

Samples and templates for each branded 2016 Marketing Plan are available on FranConnect > Library > Marketing and Sales > Marketing Programs > Marketing Plans and Matching Funds > Matching Funds 2016. Links to the branded templates are also available:



Learn more about these and other marketing tools to help you generate more leads and delight more customers in 2016 during the final Allegra "Office Blend" on Tuesday, **Dec. 8** at 12:30 p.m. (EST). Jessica Eng and Dori Bennett will introduce new programs and strategies to continue to grow marketing and outreach efforts across the Allegra brand and within your individual center.

Information for Insty-Prints and American Speedy Printing marketing strategies is forthcoming and will be shared with each individual brand.