



# The Legal Gifting Planner

Use this planner to schedule, budget, and coordinate your legal promotional gifting campaigns across the year.

## Gifting Calendar

Campaign Name	Date / Period	Target Audience	Occasion / Purpose

## Gift Selection

Gift Item	Quantity	Estimated Cost	Supplier / Notes

## Campaign Objectives

Define what success looks like for each gifting campaign. Suggested objectives include:

- Increase referrals from solicitors
- Improve client retention
- Raise brand visibility at events



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- Strengthen internal culture

Add your own goals below: