GSRA & CASE Award Promotion and Submission Timeline

Phase	GSRA Award	CASE Research Grant
Setup	January (by Jan 31): finalize award details, launch page, test submission form	March–April: finalize criteria, landing page, form, and promotion plan
Pre-Launch Awareness	Feb 1–16: early messaging and light promotion	Mid–Late April: teaser and awareness messaging
Applications Open	Feb 17: launch announcement and Apply Now call-to-action	May 1: official launch and website feature
Active Promotion	Feb 18–Mar 9: 1–2 weekly posts highlighting impact and eligibility	May–June: consistent promotion emphasizing research impact
Final Push	Mar 10–17: countdown reminders; submissions close Mar 17	July 1–15: deadline reminders; close July 15 at 5:00 PM ET
Review & Selection	Late March–April: review submissions and prepare announcement assets	Late July–August: review applications and select recipients
Award Announcement	Early May: public announcement and website update	Mid-September: announcement and optional spotlight feature

This schedule is designed for consistency, visibility, and easy annual reuse.