

# Typical Campaign Timeline



## Prior to the Campaign

4-6 weeks before campaign Kickoff

- Attend Training(s)
- Meet with your Agency Head/Supervisor to confirm his/her support
- Plan ways to promote the campaign
- Schedule a Kickoff and/or Charity Fair – more ideas – <http://www.cfc-hawaii.org>

1-4 weeks before campaign Kickoff

- Distribute materials to Keyworkers
- Keyworkers prepare materials for distribution to employees
- Send letter/email of endorsement from Agency Head/Supervisor
- Publicize campaign – posters, emails – more ideas - <http://www.cfc-hawaii.org>

## During the Campaign

- Complete a campaign Kickoff event ... Host a Charity Fair
- Provide continuous communication, promotion and awareness
- Schedule a Group Meeting
- Distribute pledge cards and Make the Ask
- Send encouragement letter/email
- Report progress
- Distribute donor appreciation items
- Thank donors

## Campaign Close

- Submit white copies of paper pledge forms to your agency's payroll center
- Thank everyone for time, support
- Inform employees of campaign results
- Inform Agency Project Officer and/or CFC Planning Team if Campaign Recognition levels have been reached
- Hold special event thank you
- Send letter/email of congratulations/thanks from Agency Head/supervisor

Campaign Materials and Campaign Promotion samples and ideas can be found on <http://www.cfc-hawaii.org> under the "Volunteers" tab