













CAMPAIGN MAP: Managing Campaign Promotion & Activities



One month before launch, prepare: online campaign, write & post first Update; recruit 2-3 example Champions; draft press release; design & print poster/flyer

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
1		11 am Campaign Announcement <i>Toolkit Template</i>  (PEAKS URL)	Press Release <i>Toolkit Template</i>  (PEAKS URL)	11 am or 3 pm Share Update  (PEAKS URL)	Poster / Flyer Distribution
2	Targeted Champion & Sponsor Recruitment Targeted Asks (Matching, Sponsors, Direct Donors)	11 am 2nd Campaign Announcement <i>Toolkit Template</i>  (PEAKS URL)	3pm Share Campaign link with progress: status, pic, video*  (PEAKS URL)	11 am or 3 pm Write & Post Update  (PEAKS URL)	
3	Targeted Champion & Sponsor Recruitment Targeted Asks (Matching, Sponsors, Direct Donors)	11 am Write & Post Update  (PEAKS URL)	3pm Share Campaign link with progress: status, pic, video*  (PEAKS URL)	11 am Write & Post Update  (PEAKS URL)	Poster / Flyer Distribution
4	Targeted Champion & Sponsor Recruitment Targeted Asks (Matching, Sponsors, Direct Donors)	11pm Share Campaign link with progress: status, pic, video*  (PEAKS URL)	11 am Write & Post Update  (PEAKS URL)	3pm Share Campaign link with progress: status, pic, video*  (PEAKS URL)	Repeat 1 month, OR, Thank Contributors & Champs













* **News worthy snippets:** New public sponsor, fundraising milestone, Champion spotlight, Contributor spotlight, organizational progress and successes, announcements, pictures and videos, thoughts and questions for your community

615 Willow Avenue | Ithaca, NY 14850
www.peaksoverpoverty.org

©2009-2013 PEAKS. All rights reserved.

CAMPAIGN MAP: Managing Campaign Promotion & Activities



WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
5	Targeted Champion & Sponsor Recruitment	11 am Repeat Campaign Announcement: Halfway there! <i>Toolkit Template</i>  (PEAKS URL)	Press Release <i>Toolkit Template</i>  (PEAKS URL)	11 am or 3 pm Share Update  (PEAKS URL)	Poster / Flyer Distribution
6	Targeted Asks (Matching, Sponsors, Direct Donors)	11 am Write & Post Update  (PEAKS URL)	3pm Share Campaign link with progress: status, pic, video*  (PEAKS URL)	11 am or 3 pm Write & Post Update  (PEAKS URL)	
7	Targeted Asks (Matching, Sponsors, Direct Donors)	11 am Campaign Reminder: 2 weeks left!  (PEAKS URL)	3pm Share Campaign link with progress: status, pic, video*  (PEAKS URL)	11 am Write & Post Update  (PEAKS URL)	Poster / Flyer Distribution
8	Targeted Asks (Matching, Sponsors, Direct Donors)	11 am Campaign Reminder: X days left!  (PEAKS URL)	11 am Write & Post Update  (PEAKS URL)	3pm Share Campaign link with progress: status, pic, video*  (PEAKS URL)	Thank your Contributors & Champions

* **News worthy snippets:** New public sponsor, fundraising milestone, Champion spotlight, Contributor spotlight, organizational progress and successes, announcements, pictures and videos, thoughts and questions for your community

615 Willow Avenue | Ithaca, NY 14850
www.peaksoverpoverty.org

©2009-2013 PEAKS. All rights reserved.