

# TIMELINE FOR ONE WEEK CAMPAIGN



**MONDAY**

**MONDAY** – Kickoff Event with TAUW rep, show campaign video and Agency speaker –Open up pledging and discuss plans for the next. Incentive: if you make your pledge by 2pm today you will be entered into a special gift card drawing.



**TUESDAY**

**TUESDAY** – Event thank you, if unable to attend please watch recorded meeting and new information (video, materials)



**WEDNESDAY**

**WEDNESDAY** – Email touchpoint (video, materials), don't forget to make your pledge by Friday, we will be having a drawing for all pledges turned in.



**THURSDAY**

**THURSDAY** – Share where the company is on reaching their campaign goal, final push!



**FRIDAY**

**FRIDAY** – Virtual Event (Pictionary, Trivia, etc.) Recap week and share what was raised by the company, have leadership thank the team for their contributions.