

TIMELINE FOR TWO WEEK CAMPAIGN

MONDAY



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

TUESDAY



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

WEDNESDAY



WEDNESDAY – Email touchpoint (video, materials)

THURSDAY

THURSDAY – We encourage you to take a break from messaging to prevent donor fatigue.

FRIDAY



FRIDAY – Virtual Event (Pictionary, Trivia, etc.)
Recap week and what to look forward to.

MONDAY



MONDAY – Show video, Email campaign updates (possibly coming from leadership and encouraging everyone to pledge before Friday).

TUESDAY

TUESDAY – We encourage you to take a break from messaging to prevent donor fatigue.

WEDNESDAY



WEDNESDAY – Virtual event such as panel discussion with agencies or trivia game at the end with a prize.

THURSDAY



THURSDAY – Final push to encourage pledging. Email (video, materials)

FRIDAY



FRIDAY – Reminder email in the morning to pledge. End pledging in the afternoon and announce total!