

# Timeline of your campaign:

---



## Plan

- pick a convenient 3 week period
- review company calendar
- ask for help - form a team!
- don't try to do it all alone
- personally connect with colleagues
- determine if you have a budget for incentives like matching gifts, prizes, PTO, time/talent



## Week 1

- pass out pledge forms and brochures/  
Announce campaign online
- send emails with stories about CSW nonprofits
- directly ask people to give, promoting all giving levels & collective impact
- including different messengers helps increase the reach of your message



## Week 2

- promote across all channels: email, social media, intranet, Basecamp/Slack, etc.
- feature CSW nonprofits in person, live on Zoom or pre-recorded video
- host an event for fundraising &/or teambuilding
- Make it fun!



## Week 3

- collect pledges
- thank donors through emails, post it notes, public or private
- turn in paper pledges to CSW--mail, drop off, or request pickup
- share results & impact with your team!