BE the CAUSE Campaign Planning Tool

Materials/Strategy	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Calling Program				pre-call email	begins calls	calling program continued	calling program continued	ends calls		
Campaign Video	Show video at start of event								Show video at NPD	
Case Statement		Distribute at event					Distribute at event			
Chapter Website				Add donor photos to website	Add donor list to chapter website	Add success stories to chapter website	Add donor list to chapter website		Add donor list to chapter website	
Conference Challenge	Send email to all members about Blackbaud "Good Take Over" Challenge						100% Board Participation Complete for Leadership Academy			
Donor Recognition			Ask donors who have given to date to stand				Ask donors who have given to date to stand Give out donor pins	Ask donors who have given to date to stand	Ask donors who have given to date to stand	Ask donors who have given to date to stand
Donor Photos			Take photos of a few donors with I give because card			Use Donor Photos in Newsletter				Use Donor Story in Newsletter
FAQ's	Distribute as necessary or may just be useful for campaign committee and board members so they can answer member questions									
Flyer (Success Stories)			Distribute at event					Distribute at event		
I give because... Placard			Ask Board memebrs or donors to fill out cards							
Infographic				Distribute at event			Distribute at event			
Outstanding Pledge Calls								Committee and/or Board members to call donors with outstanding pledges	Committee and/or Board members to call donors with outstanding pledges	Committee and/or Board members to call donors with outstanding pledges
PowerPoint							Brief presentation at event			
Promotional Buttons			Put on tables					Put on tables		Put on tables
Renewal Letter	Chapter Members/Donors to receive 2016 BE the CAUSE Renewal Letter									
Response Card		Include with letter to major donors								
ScaleFunder								More Details to Come!		
Social Media Posts	Facebook post	Tweet	Facebook post	Tweet		Facebook post	Tweet	Facebook post	Tweet	Facebook post
Solicitation Email(s)						Send email #1 to all other AFP members		Send email #2 to all other AFP members		
Solicitation Letter(s)		Send Ltr #1 to major donors								
The Steward		Distribute at event							Distribute at event	
Talking Points							Make brief remarks		Make brief remarks	
Tent Cards		Put cards on each table	Put cards on each table				Put cards on each table	Put cards on each table	Put cards on tables for NPD	Put cards on each table