



CAMPAIGN TIMELINE

	Deadline Date	Date Completed
1. Secure the endorsement of the Director	_____	_____
2. Organize an agency employee committee to assist you in the campaign effort	_____	_____
3. Review last year's campaign plans and results achieved	_____	_____
4. Set your campaign goal	_____	_____
5. Develop solicitation strategies and review with the Director	_____	_____
6. Personalize pledge cards with last year's giving	_____	_____
7. Promote Eagle & Double Eagle giving with the Director's endorsement	_____	_____
8. Secure employees for testimonials of help received by CFC agencies	_____	_____
9. Ensure that publicity and promotion are in full effect	_____	_____
10. Schedule agency speakers for the employee rallies	_____	_____
11. Hold employee group rallies	_____	_____
12. Follow up with outstanding pledge cards	_____	_____
13. Say "Thank You" and share the results	_____	_____
14. Close campaign - turn in final report	_____	_____

