

Great Camp Give Timeline

JULY 15 – 31

- ☐ “Save the Date” Postcard
 - ☐ Update Information / Design
 - ☐ Print
 - ☐ Label
- ☐ Update GiveGab Pages
- ☐ Update CampHanover.org/give with Save the Date

AUGUST 1 - 15

- ☐ Matching Fund Appeals
- ☐ Mail “Save the Date” Postcard
- ☐ Develop Day-Of Schedule
- ☐ Update Challenges
- ☐ Because of Camp Cards
- ☐ Write “#GreatCampGive” Letter
- ☐ Recruit Day of Team
- ☐ Recruit Peer to Peer Teams
- ☐ Recruit Social Media Team

AUGUST 15 - 25

- ☐ Matching Fund Appeals
- ☐ Print/Label #GreatCampGive Letter
- ☐ Record “Save the Date” Video
- ☐ Introduce Board Teams at Board Meeting
- ☐ Recruit Day of Team
- ☐ Recruit Peer to Peer Teams
- ☐ Recruit Social Media Team
 - Who posts on Alumni Pages
 - Who posts on Facebook Page
 - Ambassadors

AUGUST 25 – 31

- ☐ Assemble “#GreatCampGive” Letter
- ☐ “Save the Date” Video Posted to CH Social Media

SEPT 1

- ☐ Mail “#GreatCampGive” Letter
- ☐ Introduce to Homecoming
- ☐ Record Videos at Home Coming
- ☐ Decade Challenges

SEPT 5

- ☐ Email – “Save the Date”
- ☐ “Save the Date” Video Reposted to CH Social Media

SEPT 6 – 14

- ☐ Record Video – “Two Weeks Out”
- ☐ Social Media Team Training Zooms

SEPT 15

- ☐ Social Media Post – “Two Weeks Out”
- ☐ Post Video – “Two Weeks Out”
- ☐ Send Email – “Two Weeks Out”
 - Create your account / Early Giving
 - Set up your Peer to Peer account

SEPT 16 - 20

- ☐ Record Video – “1 Week Out”
- ☐ Social Media Team – Follow Up Meeting
 - Review Drafts
 - Assign Schedule for Social Media Posts

SEPT 20

- ☐ Grassroots Social Media Campaign Starts

SEPT 23

- ☐ Send Email – “One Week Out”
- ☐ Social Media Post – “One Week Out”
- ☐ Post Video – “One Week Out”

SEPT 27

- ☐ Email – “3 Days Out”
- ☐ Social Media Post – “3 Days Out”

SEPT 29

- ☐ Email – “1 Day Out”
- ☐ Social Media Post – “1 Day Out”

SEPT 30

- ☐ LET’S GO!

OCTOBER 3

- ☐ Thank You Video Posted
- ☐ Thank You Notes Mailed