

CAMPAIGN CALENDAR



Updates: 2-3 per week (must include images or videos)

Facebook Posts: 2-3 per day

Twitter: 10-20 per day (3:1 ratio of tweeting articles & world of film & altruism : promotional tweets)

Videos/Images: 2 videos per week and enough images for every Facebook and non-video update

Event: Launch Event, Partner Events, Matching Contributors

Thank yous: Immediate & Public!

Direct Emails/ Messages: 10-20 per day. Contact new contacts for partnerships and events

Message Testing: What are people responding to? Round 2 of Interviews

Week 1 Campaign	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	LAUNCH DAY	MOMENTUM	MOMENTUM	MOMENTUM	MOMENTUM	MOMENTUM	CAMPAIGN LAUNCH!!
Update	1st update VERY IMPORTANT	Update Video #1		Update Video #2			
Facebook	2-3 posts with pitch video	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10 tweets! Use Humor!	10 tweets! Use Humor!
Video/ Images	Pitch VideoWide Release	Update Video #1		Update Video #2			
Events	In-Person Launch fundraiser						
Press/Org/Blog Outreach	Contact network about launch	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews		
Thank You's	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!
Direct Emails/Messages		10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	Contact New contacts for partnerships and events	
Newsletter/Mailing	Contact network about launch!						
Message Testing		Message Review	Message Review		Messaging Interview #2		
Week 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT
Update	Progress Update w/Images		Update Video #3				
Facebook	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets + event promo	10-20 tweets + event promo	10-20 tweets + event promo	10-20 tweets + event promo	10-20 tweets + event promo	10 tweets! Use Humor!	10 tweets! Use Humor!
Video/ Images	Progress images/teasers		Update Video #3				Prepping Video #4
Events	Matching Contributor	Matching Contributor	Matching Contributor	Matching Contributor	Matching Contributor	PARTNER EVENT	
Org/Press/Blog Outreach	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews		
Thank You's	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!
Direct Emails/Messages	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	Contact New contacts for partnerships and events	
Newsletter/Mailing	Contact network about success!						
Message Testing			Message Review		Messaging Interview #2		
Week 3	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Topic/Focus	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT	EVENTS, Progress, & SHARABLE CONTENT
Update	Update Video #4			Update Video #5	Progress Update with images		
Facebook	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts	2-3 posts
Twitter	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10-20 tweets	10 tweets! Use Humor!	10 tweets! Use Humor!
Video/ Images	Update Video #4		Prepping Video #5	Update Video #5			
Events	Short term incentive	Short term incentive	Short term incentive	Short term incentive	Short term incentive	Short term incentive	Short term incentive
Org/Press/Blog Outreach	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews	Follow-Up/Interviews		
Thank You's	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!	Immediate & Public!!
Direct Emails/Messages	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	10-20 Per day	Contact New contacts for partnerships and events	
Newsletter/Mailing	Update on milestones, success so far						
Message Testing		Message Review		Messaging Interview #2			

