

KEY INITIATIVE LAUNCH DATES

On-air campaign: March 16 – 23 (Friday-Friday) (\$800 K goal)

Pre-campaign challenge spots: March 6 – 15 (Tuesday-Thursday)

KEY DECISION & PRODUCTION DATES

(6 weeks prior to Drive day 1)

- ✓ Confirm on-air theme
- ✓ Finalize thank you gift selection
- ✓ Decide on web designs/banners, giving levels
- ✓ Determine spot needs

(5 weeks prior)

- ✓ All pre- and in-campaign spot copy drafts due
- ✓ Solicit Prize Drawings, Challenges

(4 weeks prior)

- ✓ Thank you gift design drafts due
- ✓ Pre-campaign e-mail copy due
- ✓ Finalize daily strategy (challenges, prizes, goals, special stunts like \$12 Tuesday)
- ✓ Training sessions scheduled for producers/pitchers

(3 weeks prior)

- ✓ All on-air campaign scripts and pitch tools due
- ✓ In-campaign e-appeal copy due
- ✓ Thank you gift initial orders and samples ordered
- ✓ In-house spot production completed
- ✓ Craft services arranged, if needed

(2 weeks prior)

- ✓ Pitch materials printed
- ✓ Pitch schedule finalized

SAMPLE Schedule for Pre-Campaign E-appeals:

- March 6 challenge, campaign begins soon
- March 10 challenge, weekend focus, campaign begins soon
- March 15 challenge, starts tomorrow
- March 16 (In-campaign emails begin, built on daily strategy)