

Sample Campaign Timeline

30 days before launch

**Campaign Timeline:
September 1 - October 31**

August 2

Submit EagleFunded application

August 7

Application approved, go through checklist

August 9

Meet with coach and team lead to go over checklist, timeline, and answer any questions

August 14

Upload webpage content to shared BOX folder (video, header photo, and campaign card)

August 16

Full team meeting, email content and recipient list uploaded to BOX folder

August 18

Email design approval (header and email design for emails)

August 31

Kick Off email test gets sent out for approval before going to the email list (Sent to Jess, coach, team lead, and Jonathan)

Campaign Timeline

During the campaign

September 1

- Campaign goes live
- Team members post on social media
- Kick Off email gets sent out

September 6

Upload "week one update" content to BOX folder

September 8

- "Week one update" gets posted to campaign page
- Weekly campaign report
- Post on social media

September 13

Post on social media and have players send out a text to donors

September 15

Weekly campaign report sent out

September 21

Post on social media

September 22

Weekly campaign report sent to AD, coach, and staff

September 27

Post on social media

September 28

Upload "halfway mark update" content to BOX folder

September 29

Weekly campaign report sent to AD, coach, and staff

Campaign Timeline

During the campaign

October 2

"Halfway" email approval

October 3

- "Halfway" email gets sent out
- Second update posted to the campaign page

October 4

Post on social media and send texts from players

October 6

Weekly campaign report sent to AD, coach, and staff

October 11

Post on social media

October 13

Weekly campaign report sent to AD, coach, and staff

October 18

Post on social media and send out texts

Campaign Timeline

During the campaign

October 20

Weekly campaign email sent to AD, coach, and staff

October 26

Upload "Final Update" content to BOX folder

October 27

- "Last Call" email approval
- Weekly campaign update

October 30

- Last Call email sent out
- "Final Update" posted to campaign page
- Post on social media

November 1

"Thank you" email test sent out for approval before going to the email list

November 2

"Thank You" email sent out to email list

November 3

"Follow-up" email sent to coach, staff, and AD giving an overview of the campaign stats