

MOCK CAMPAIGN CALENDAR



| | Monday | Tuesday | Wednesday | Thursday | Friday |
|--------|---|---|--|----------|---|
| Week 1 | Campaign Kickoff Breakfast United Way Presentation Send out follow up email to all staff with donation link/information | Drawing for those who gave within the first 24 hours | Special Event Ex) Cornhole Tournament | | Free will donation lunch or cook off competition |
| Week 2 | Send reminder email to pledge with updates goal! | | Jeans Day | | Campaign celebration event (only those who donated can attend) - provide a treat and draw for incentives |

Following your employee campaign you should fill out the 2025 Campaign Report and return to Sydney