

SAMPLE: CAMPAIGN COMMUNICATIONS PLAN



Notes:

1st Week of February	Draft Campaign Plan Schedule.
1st Week March	Write articles on stewardship campaign, hosting conversation, & discernment.
3rd Week March	Plan campaign theme, begin crafting graphics and materials.
3rd Week of April	Draft annual pledge campaign materials drafting.
1st Week of May	Write articles on formation and hosting conversation.
2nd Week of June	“Campaign is Coming” letter to members and prospects.
3rd Week of June	Advance campaign begins (Vestry, College of Vestry, Staff, & Clergy).
1st Week of July	Write articles on stewardship campaign and major gifts.
2nd Week of September	Campaign celebration save the date card send (printing & postage).
2nd Week of September	Send pedge cards to printer to hit mailboxes by Kickoff.
8th Sunday before Celebration	Stewardship campaign kickoff, Ministry Minute 1.
4th Week of September	Post ministry minute speaker online with link to pledging online.
4th Week of September	Online rollout of stewardship campaign on website and social media.
4th Week of September	Send postcard stewardship Mailing 1 sent (printing & postage).
4th Week of September	Post “Did you Know?”—past/current year accomplishments online.
4th Week of September	Post “What I Love about our ministry” online.



7th Sunday before Celebration Ministry Minute 2
 Ministry minute speaker media post w/ link to pledging online.
 “Did you Know?”—past/current year accomplishments media post.
 “What I Love about our Ministry” media post.
 eNews Ministry Minute with pledging link.

6th Sunday before Celebration Ministry Minute 3
 Ministry Minute speaker media post w/ link to pledging online.
 “Did you Know?”—past/current year accomplishments media post.
 Postcard stewardship Mailing 2 sent (printing & postage).
 “What I Love about our Ministry” media post.
 eNews Ministry Minute with pledging link.

5th Sunday before Celebration Ministry Minute 4
 Ministry Minute speaker media post w/ link to pledging online.
 “Did you Know?”—past/current year accomplishments media post.
 Campaign wrap up event invitation postcard sent (printing & postage).
 “What I Love about our Ministry” media post.
 eNews Ministry Minute with pledging link.

4th Sunday before Celebration Ministry Minute 5
 Ministry Minute speaker media post w/ link to pledging online.
 “Did you Know?”—past/current year accomplishments media post.
 Postcard stewardship Mailing 3 sent (printing & postage).
 “What I Love about our Ministry” media post.
 eNews Ministry Minute with pledging link.

3rd Sunday before Celebration Ministry Minute 6
 Ministry Minute speaker media post w/ link to pledging online.
 “Did you Know?”—past/current year accomplishments media post.
 “What I Love about our Ministry” media post.
 eNews Ministry Minute with pledging link.
 Finalize all End of Campaign Event designs & print materials.

2nd Sunday before Celebration Ministry Minute 7
 Ministry Minute speaker media post w/ link to pledging online.
 “Did you Know?”—past/current year accomplishments media post.
 Postcard stewardship Mailing 4 sent (printing & postage).
 “What I Love about our Ministry” media post.
 eNews Ministry Minute with pledging link.



Notes:

SAMPLE: CAMPAIGN COMMUNICATIONS PLAN (CONT'D.)



Notes:

Last Sunday before Celebration Ministry Minute 8
 Ministry Minute speaker media post w/ link to pledging online.
 “Did you Know?”—past/current year accomplishments media post.
 “What I Love about our Ministry” media post.
 eNews Ministry Minute with pledging link.



FEARLESS TIP: For other material on case discernment, see *Fearless Church Fundraising*, Pages 76-83.



FEARLESS TIP: For other material on pledge campaign case development, see *Fearless Church Fundraising*, Pages 107-120.