How to Plan a Campaign

Here are some simple steps to get you started on a successful ONE THOUSAND DAYS OF LOVE campaign

**STEP 1: Assess Interest and Capacity in a Campaign**

- **Begin conversations** about a ONE THOUSAND DAYS OF LOVE campaign. Discover if there is energy and excitement for Episcopal Relief & Development’s work with Children. Talk to members of your congregation, your rector and your deacons.

**STEP 2: Develop and Discuss a Plan**

- **Goal:** Will there be a total fundraising goal?
- **Timing:** Set the duration for one day or one thousand days.
- **Launch:** Discuss when to launch and announce the campaign to your community.

**STEP 3: Pre-Launch Preparation or Campaign Planning**

- **Prepare for the launch.** Ensure the Rector will add announcement into their remarks.
- **Determine** who will speak for the group. Develop a presentation on your effort.
- **Utilize the ONE THOUSAND DAYS OF LOVE toolkits** to generate ideas for your campaign.

**STEP 4: Announce the Campaign**

- **Present** an overview of Episcopal Relief & Development and the ONE THOUSAND DAYS OF LOVE campaign, fundraising goal (if you have one), timing and how members can get involved. Ask the church leadership to reinforce this message as well.
- **Organize a Campaign booth** to provide resources to members and collect donations.

**Step 5: Send Updates on Campaign**

- **Keep members informed** on campaign progress to maintain your momentum! Use weekly announcement times to share your progress.
- **Schedule emails** or website updates for your community.
- **Share stories** and photos of your efforts on the website or weekly e-blasts. Be sure to share those stories with Episcopal Relief & Development. We will be highlighting the work of communities across the country, throughout the campaign. You can send updates to 1000DaysOfLove@episcopalrelief.org.

**Step 6: Celebrate Success!**

- **Announce the completion of campaign,** recognize leadership and thank everyone!
- **Publish an article in your community newsletter.** Be sure to inform us of your activities, so that we can share and celebrate your success with you!

**Helpful Tips:**
Your Role:

- Spread the word with your local Bishop, clergy, and church leadership to raise awareness about the **ONE THOUSAND DAYS OF LOVE** fundraising campaign.
- Share stories about how children will benefit from the campaign and your communities **ACTS OF LOVE**.
- Be a resource for information and material – see the Campaign website and toolkits for information and additional resources.
- Create excitement to build awareness and encourage fundraisers that engage and inspire your diocese, parish, and community.

Examples of Awareness-Building

- Share stories about how Episcopal Relief & Development’s programs help children.
- Offer prayers in support of children and **ONE THOUSAND DAYS OF LOVE**.
- Invite a speaker from Episcopal Relief & Development to join an adult forum or other meeting to speak about the campaign.
- Encourage clergy to include in their sermons the topic of children and the **ONE THOUSAND DAYS OF LOVE** campaign before & after your campaign launch.

Examples of Fundraising

- Organize bake sales, movie nights, Super Bowl parties and other activities to support the campaign – your imagination is the limit!
- Share the **ONE THOUSAND DAYS OF LOVE** donation link via email and social media to suggest donations for birthdays and other occasions in lieu of gifts.
- Create Crowdfunding or Peer-to-Peer online fundraising pages around events like Walk-a-thons, Fun Runs, Read-a-thons, etc.

Questions? Send an email to: 1000DaysOfLove@episcopalrelief.org