

## 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](mailto: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.

## For More Information

- Explore our online campaign portal, [campaign.episcopalrelief.org](http://campaign.episcopalrelief.org). You will find fundraising ideas, how to set up an event, photos, posters, and general campaign information.
- Print resources, including posters, hope chests and donation envelopes can be ordered from Forward Movement. The resources are free. [www.forwardmovement.org](http://www.forwardmovement.org).

Questions? Send an email to: [1000DaysOfLove@episcopalrelief.org](mailto:1000DaysOfLove@episcopalrelief.org)