

# Promotional Plan Launch Calendar

By now you've got a grasp on when certain things should be done during the 90-day digital giving launch plan. One of the most important lessons in the DonorWerx Framework, though, is that these actions need to be mapped out and written down in advance. This will ensure everything is completed while increasing accountability.

In the previous lesson, you learned that there is a time for everything - ranging from setting team expectations to creating an impact report. Since many of these essential elements play out over time and take several days, though, the following promotional plan launch calendar will focus mainly on actual promotion.

After all, "Rewiring Up Technology" might be set for Weeks 2-4, but it can typically be done over just a few days once you begin the process. Instead, use the following example to see a common promotional calendar that's focused on communicating with donors once you've actually kicked off the campaign.

Only two months are included here since this is all you'll need for the 4-week launch.

# Promotional Plan Launch Calendar (Example)

\*\*\*List who is responsible for each task!\*\*\*

## Month 1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Send pre-launch broadcast email (Brad).	15 "Something coming" post on FB (Todd).	16	17 Set up physical signage (Mary).	18 "Who's ready for something big Sunday" post on FB (Todd)	19
20 1. In-church announcement. Provide cards. 2. Start digital signage (Mary).	21 Send nurture emails based on cards (Brad).	22 Post pastor video to Facebook (Todd).	23 Post giving page link to Facebook (Todd).	24 Second broadcast email sent. Include pastor video! (Brad)	25 1. Change digital signage (Mary). 2. Shoutout to early backers on FB (Todd).	26
27 Provide cards in service. Reiterate importance.	28 Send nurture emails based on cards (Brad).	29 Post "what your donations do" post to FB (Todd).	30			

## Month 2

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2 Change digital signage (Mary).	3
4 1. Provide cards in service. Reiterate importance. 2. Send 3rd broadcast email (Brad).	5 Post testimonial video to Facebook (Todd).	6	7 Send out "halfway there" post on FB. Include stats so far (Todd).	8	9 Change digital signage (Mary).	10 Thank everyone who has given so far on FB (Todd).
11 Provide cards in service. Reiterate importance.	12 Send nurture emails based on cards (Brad).	13 Post video featuring popular missions on FB (Todd).	14	15 Post giving page link to FB (Todd).	16 1. Email "One week left" broadcast (Brad). 2. Change digital signage (Mary).	17
18 Provide cards in service. Remind this week is last chance.	19 Send nurture emails based on cards (Brad).	20	21	22 Announce campaign results on Facebook (Todd).	23	24
25 Thank everyone in the service. Remind they can still sign up.	26 Send final broadcast email (Brad).	27	28 Send thank-you notes (Phillip).	29 Post link to giving page on FB with reminder to sign up (Todd).	30	31



