



Marketing and Communications
Campaign Worksheet

Today's Date: _____ Contact Name: _____
 Contact Name: _____
 Campaign Name: _____
 Start Date: _____ End Date: _____

Campaign Components

Weeks:

Week Date Range										
<input type="checkbox"/> E-blast										
<input type="checkbox"/> Social posts (FB, Twitter, LinkedIn, Instagram)										
<input type="checkbox"/> Video on social media										
<input type="checkbox"/> Press Release										
<input type="checkbox"/> SMS Auto-responder										
<input type="checkbox"/> Mailer (Database needed)										
<input type="checkbox"/> Bloomerang										
<input type="checkbox"/> Thank you card/letter/email										
<input type="checkbox"/> Print Advertising (Newspaper, magazine)										
<input type="checkbox"/> Radio Advertising										
<input type="checkbox"/> TV Advertising										
<input type="checkbox"/> Print (Fliers, posters, handbills)										
<input type="checkbox"/> Outdoor Advertising										
<input type="checkbox"/> Community Partner distribution										
<input type="checkbox"/> Media Partner distribution										
<input type="checkbox"/> Other										

Notes: _____
