

Combined Charitable Campaign Communications Plan

Project vision

Create effective messaging and communications that motivate City employees and elected officials to participate in the Combined Charitable Campaign.

Communication plan goals

Motivate stakeholders to engage in launching and participating in the Campaign. Keep them apprised of progress.

Key messages

- Attend Combined Charitable Campaign Kickoff meetings October 12, in City Hall and on the eastside.
- The Charitable Campaign is a convenient and effective way to donate to the community and charities that matter most to you.

Stakeholders

- City Employees
- Elected Officials

Roles

Campaign Coordinator	Work with Communications Team to disseminate information that motivates employees and elected officials to participate.
Communications Team	Work with Coordinator and elected officials to develop a communications strategy and distribute messaging.
Elected Officials	Provide statements of leadership endorsement for post-kickoff reminder emails.
City Employees	Attend kickoff meeting, understand program and participate through payroll deductions.

Communication Purpose

City employees

- Attend kickoff meeting.
- Keep informed of deadlines and where to go if they have questions.
- Understand what charities are participating and how to pledge to contribute through payroll deductions.
- Read elected officials statements of endorsement in post-kickoff reminder emails.

Elected Officials

- Provide supporting quotes for inclusion in two employee reminders after the kickoff meeting.
- Keep informed of progress.

Materials and Due Dates

Deliverable	Due Date	Responsible Party
Application deadline	July 10	Campaign Coordinator
Charity Rep. meeting	July 18	Campaign Coordinator
General fact sheet hard copy for CAO and City Commissioners	August 1	Communications Team
Committee meeting	August 15	Campaign Coordinator
Ordinances filed	September 5	Campaign Coordinator
Bureau Rep. meeting	September 13	Campaign Coordinator
Updated web content to the Comms Team	September 14	Campaign Coordinator
Ordinances heard by Council	September 19	Jane, Campaign Coordinator & Communications Team
Draft of Kickoff meeting invitation email to Campaign Coordinator	September 20	Communications Team
Revisions to Kickoff Invitation email from Campaign Coordinator to Comms Team	September 24	Campaign Coordinator
Web content ready for review by Campaign Coordinator	September 24	Communications Team
Web content approved by Campaign Coordinator	September 25	Campaign Coordinator
<ul style="list-style-type: none"> • Invitation to the Kickoff meeting, by email, sent by Comms Team • Website update goes live 	September 26	Communications Team
Drafts of email reminders for the kickoff meeting to Campaign for approval	September 27	Communications Team
Approved email reminders to Comms Team	October 1	Campaign Coordinator
Two email reminders for the kickoff meeting, sent by Comms Team	October 4 October 10 (am)	Communications Team
Draft Mayor's email for Comms Team and Campaign Coordinator review	October 3	Mayor's Office
Communications/Campaign signoff	October 9	Campaign Coordinator & Communications Team
Follow-up reminder email to enroll from Mayor Adams, sent by him; email or attached pdf	October 10	Mayor's Office
Electeds' quotes to Communications Team on why they give to the Campaign	October 12	Campaign Coordinator
Draft reminder email ready w/electeds' quotes for Kelly/Elyse review	October 15	Communications Team
Electeds' reminder email approved by Kelly/Campaign	October 16	Campaign Coordinator & Communications Team
Email electeds' reminder to enroll, sent by Comm. Team	October 17	Communications Team
Review Draft reminder/extension email, including electeds' quotes, ready for review by Campaign Coordinator & Comms Team	October 18	Communications Team
Feedback on reminder/extension from Campaign Coordinator & Comms Team	October 22	Campaign Coordinator & Communications Team
Email reminder to enroll and extend the deadline one week	October 24	Communications Team