

## 2015 Charitable Campaign Timeline

- Week of Oct. 6: Letters to Commissioner/Mayor go out (Confirm and get it on their calendars)
- Week of Oct. 6: Charity Umbrella/Affiliate upload
- Week of October 13: Send employee upload to EarthShare
- October 15: Ordinance to Council
- October 16: Save the Date goes out.
- October 22: Employee invitation goes out
- October 24: Website finished
- October 24: Flyers, posters, resource manual, and collateral go up and out.
- October 27-31: Display Case
- October 28: Mayor's kick off reminder letter goes out to City (Work w/ Dana to assure this happens)
- October 28: Website go-live
- October 27: "I Gave" stickers to bureau reps (Should probably give these to bureau reps before the campaign starts)
- October 29: Charitable Campaign Kickoff
- October 30: Eastside Kick off
- November 4: Send first reminder email
- November 12: Send final reminder or extension email
- November 13: Campaign ends
- November 13: Bureau Director's meeting (hand out bureau rep recognition gifts)
- November 18: Morning – final reminder email on extension
- November 18: Extension (if any) ends
- Week of Nov. 24: Thank you letters to bureau reps from Mayor and Karyl go out
- Week of Dec. 8: Bureau rep party with charities
- December 12: Pledge sheets all entered
- December 19: Payroll needs the EarthShare spreadsheet
- January 8: Payroll deductions begin

### Notes:

Council must approve umbrella charities and waive the requirement for the two that have less than nine sub categories (October 15?).

Website access limited to Karyl, Janet, Kelly, Elyse, Jane, and Ethan.

Need to get invitation letter to Jane yesterday.

Need to get FAQ and chart to Julian for updating.

Create "I Gave" stickers.

Display case should appeal to all audiences.

Get quotes from bureau reps on why they give for website and other collateral.

Ask Mayor and Commissioner Novick if they can attend the Eastside Kick off.

Determine how bureau reps will be honored (charities should only have to pay for one method)

### Ideas for slogan:

Give a little – help a lot. Together we make all the difference.	Changing the world... Together
Every gift matters. Together we make all the difference.	Giving is better... Together
Every person. Every gift. Together we can change the world.	Let's Together Be the Difference
Together as one. Every gift makes a difference	

