



CAMPAIGN CHECKLIST

Sophia, 8
rhabdomyosarcoma
I wish to visit
The Weather Channel

Photo credit: Robert Johnson

Company representatives are encouraged to use this checklist as they are preparing their Wishmakers At Work[®] campaign.

THREE (3) MONTHS BEFORE CAMPAIGN

- Develop a campaign committee.
- Select a committee chair.
- Develop a calendar using the Campaign Calendar to organize and implement important kickoff and fundraising events.

ONE (1) MONTH BEFORE CAMPAIGN

- Set your fundraising and participation goals.
- Customize your campaign using support materials, such as a Flier, Banner Ad, Table Tent provided by Make-A-Wish[®].

CAMPAIGN LAUNCH

- Start and promote the campaign using the Campaign Calendar and promotional tools you have selected.

ONE (1) MONTH AFTER END OF CAMPAIGN

- Thank employees who have participated by using the Thank You Certificate.
- Report to Make-A-Wish and your employees on the success of the campaign.
- Host a wrap-up party.

