



Christmas Campaign Checklist

Follow our simple guidelines to cover all aspects of your campaign, from defining your goal, to creating a plan and promoting your fundraising drive!

- Have a clear goal and a way to measure the end results.
- Define your target audience and look at the channels they use.
- Create a detailed plan, assign tasks to individuals and set deadlines.
- Get creative with a campaign that will stand out from the crowd.
- Look at other charities previous campaigns for inspiration.
- Ensure your campaign has global appeal to increase reach.
- Write content and schedule social media posts in advance.
- Utilise your own database to promote your campaign.

Good luck with your Christmas campaign, we **ho-ho-hope** it's a huge success!