



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!