



Campaign Planner and Work Sheet

1) WHAT IS THE PURPOSE AND DESIRED RESULT?

Establish your campaign goals. Start by listing your organization’s overall goals. Then, align your National Volunteer Week (NVW) campaign goals with them. Your NVW campaign goals should support your organization’s mission and state a clear result that benefits your organization, and, ideally, the voluntary sector at large.

Sample goal: To lead a week of volunteer recognition within our organization.

2) WHAT IS YOUR BUDGET?

If you’re working with a modest budget as many non-profits do, it’s important to be mindful of this early in the planning process. Social media can help achieve big results on a tight budget.

3) WHAT IS YOUR OBJECTIVE?

Be **SMART**: specific, measurable, attainable, realistic and time sensitive.

Sample objective: To publicly thank and acknowledge the hard work of our volunteers on social media and host an event for at least 25 of our volunteers.

4) WHAT WILL BE YOUR STRATEGIC APPROACH?

What will drive your objective and goals? It’s important to consider emerging issues, trends and information within the voluntary sector and beyond, that may impact your campaign.

Sample strategic framework:

<p>INSPIRE</p> <p><i>What activities will inspire an internal culture of year-round volunteer recognition?</i></p>	<p>IMPACT</p> <p><i>What should be done year-round to ensure our volunteers see the impact of their work?</i></p>	<p>CELEBRATE</p> <p><i>How can we effectively recognize the impact of our volunteers year-round and during NVW?</i></p>
<p>Activation Team – Who can bring this to life (internal/external HR)?</p>		



5) WHO ARE YOU TRYING TO ENGAGE?

Think about the demographics and characteristics of your primary and secondary audiences. Consider how comfortable they are using technology. Some key audiences to consider are your volunteers, staff, board, members, financial supporters and people who influence these audiences.

6) WHERE AND HOW CAN YOU ENGAGE THEM EFFECTIVELY?

How can you best reach your target audiences (online and in person)? How can you engage them while driving your intended objective and goals?

7) WHAT DOES SUCCESS LOOK LIKE?

Your vision of success ties in with your campaign objective. Determine how and when you'll measure and report on success.



Work Sheet

Your organization's goals (*mission driven and results-oriented*)

1. _____
2. _____
3. _____

Campaign goals (*aligned with your organization's goals*)

1. _____
2. _____
3. _____

Budget \$ _____

Campaign objectives (*SMART: Specific, Measurable, Attainable, Realistic, Time Sensitive*)

1. _____
2. _____
3. _____

Strategic considerations (*your approach to drive your objectives*)

1. _____
2. _____
3. _____

Key Audiences <i>(Primary, secondary, other)</i>	Core messages <i>(What do they need to know and what do you want them to do?)</i>	Tactics <i>(Where and how can you engage most effectively?)</i>	Measurement <i>(What does success look like?)</i>