

PEOPLE POWER CHALLENGE ON DEMAND

Campaign Checklist

Pre-Launch

| DONE? | ACTION ITEM | RESOURCE |
|-------|---|-----------------|
| | Create campaign duration and calendar based on organizational needs | Sample Calendar |
| | Create campaign communications plan to ensure regular touchpoints with employees | Sample Calendar |
| | Decide how you want employees to submit proof of Scorecard Activity completion (e.g. email photos, upload photos to intranet, SharePoint or other file share system) | |
| | Determine if and how you want to integrate prizes and incentives (for example, entering participating employees into draws for event participation or activity submissions) | |
| | Have meetings with any relevant departments (marketing, IT, etc), if required | |
| | Gather all communications materials (use the templates provided or create your own) | |
| | Get any relevant materials on your company intranet, if applicable | |
| | Plan your webinar watch party—consider using this as your campaign launch event! | Webinar link |
| | Plan your interactive event | Event Guide |
| | Plan your wrap up celebration event | Event Guide |

Campaign Run

| DONE? | ACTION ITEM | RESOURCE |
|-------|---|--------------------------|
| | Send campaign launch E-Blast to staff & put up posters (if work is occurring in person) | Communications templates |
| | Roll out communications plan created in the Pre-Launch phase | Sample Calendar |
| | Host your webinar watch party and send link to employees who are unable to attend | Webinar link |
| | Host your Interactive Event | Event Guide |
| | Encourage employees to complete Scorecard Activities and send photo proof | Scorecard of Activities |
| | Celebrate employee actions by sharing photos via intranet, social media, or other platforms | |
| | Track Scorecard Activities | Scorecard of Activities |

Post Campaign

| DONE? | ACTION ITEM | RESOURCE |
|-------|--|--------------------------|
| | Send campaign wrap up e-blast, and share success stories and campaign impact | Communications templates |
| | Host wrap up celebration if desired | Event Guide |