

# PEOPLE POWER CHALLENGE ON DEMAND

## Sample Calendar

This is a 6 week sample calendar. You can run your campaign for as long or as short as suits your needs. Add or remove events and activities at your discretion.

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
WEEK 1	Send Launch Newsletter		Send calendar invitations to Webinar Watch Party, Interactive Event and Celebration Event		
WEEK 2	Send reminder for Webinar Watch Party		Host Webinar Watch Party		Send update on Scorecard Activities completed, with pictures. Remind them how to submit!
WEEK 3	Encourage Scorecard Activity Submissions				Send Mid-Campaign Newsletter
WEEK 4	Send reminder for Interactive Event		Host Interactive Event		Send Event Wrap Up Email
WEEK 5	Encourage Scorecard Activity Submissions				Send update on Scorecard Activities completed, with pictures. Remind them how to submit!
WEEK 6	Send reminder for Celebration Event		Send calendar invitations to Webinar Watch party, Interactive Event and Celebration Event		Send Campaign Wrap Up Newsletter