



Communications Calendar

Use this resource to stay on top of important dates and key tasks.

Imagine the collective impact if each of us did just *One Good Thing*. Even the smallest act could lift your employees and the communities they care about — right when they need it most. So, to make it easier for you to rally your people, we've created these communication tips and templates. Remember, every new grant, giving opportunity, volunteer opportunity, micro-action, news item and match incentive adds up to create a movement of Goodness.

2-3 weeks prior to campaign launch

No time or resources to develop a campaign this Giving Season?

No problem! Our plug-and-play [One Good Thing campaign kit](#) features ready-to-use assets including:

- Giving opportunity template
- Volunteer opportunity template
- Customizable email templates featuring copy for your campaign teaser, launch, midpoint and last push
- News article template

Drive deeper campaign engagement (and even more Acts of Goodness!) with these tools:

- If you have leftover budget to use before year-end, check out our [Best Practices Guide](#) and see if you can

boost the impact of your campaign with ideas like special matching or seeding.

- Engage your leaders and empower your people to support and connect with each other through [Peer Matching](#).
- Drive new users to your platform before your campaign launches! Send an email to employees who haven't yet logged in to Spark with a strong call to action to log in and explore. Don't know how (or who you should target)? Download the [First time user log in: Activation Kit](#) for step-by-step instructions on how to identify employees who haven't logged in yet, as well as a communications template you can use to get them on board.

Get all the details and download the *One Good Thing* campaign kit [here](#).

1 week before campaign launch

Amp up your communications

- Change the cover story on your Spark site and link it to the One Good Thing news item — templates for both are included in your [campaign kit](#).
- Let your people know that the campaign is coming and they won't want to miss out! Deploy a campaign teaser email to your people! (Use [email template 1: Teaser](#).)
- If you have program ambassadors, make sure they have all the necessary updates.
- Update your leaders on the progress of your campaign launch and ask them to amplify your message!

2-5 days before launch

Take care of last-minute tasks

- Check in with your internal stakeholders and program ambassadors to ensure they're ready to go!
- Go BIG on internal communication channels to remind your people that your One Good Thing campaign is about to kick off.

Campaign launch day

Celebrate your campaign kickoff!

- Send the official launch email to your people. (Use [email template 2: Launch](#).)
- Encourage your people to post their One Good Thing on internal channels and be sure to highlight their stories. The more you share, the more you'll inspire others to join the Goodness movement.



Campaign midpoint

Keep your people engaged and maintain your momentum

- Use the news article template in the [campaign kit](#) to create articles that highlight inspirational stories and promote your people.
- Be sure to keep the One Good Thing campaign top of mind for your people. Send your next email to encourage them to keep participating! (Use [email template 3: Midpoint reminder](#).)

1 week before campaign close

Make that last push before your campaign ends

- Send out a final reminder to your people to give or volunteer (and submit their volunteer time) before the end of the year. (Use [email template 4: Final push](#).)

