



List of Likely Campaign Material

Every campaign requires a set of materials that are used in various phases of the campaign.

Campaign Name and Brand

The campaign will have a separate identity with a name, tagline and logo that will be used on the material you develop, throughout the campaign. It should be distinct from but coordinated with your organization's branding.

Standard Package of Material

Print Material

- Letterhead
- Notecards
- Pledge forms
- Envelopes and labels
- Brochure
- Newsletters
- Campaign report

Solicitation Material

- Donor discussion tool
- Folders for donor material

Web-based communications

- Website and webpages
- Video
- Email appeal templates
- E-Newsletters
- Social media

Additional Items

As you prepare for the public phase of the campaign, you may wish to create items that will extend the visibility of your campaign beyond your immediate organization. These might include:

- Hats
- Buttons
- Banners
- T-shirts
- Bill boards
- Advertisements