

Checklist of Campaign Material

This is a list of possible materials you may need for your campaign Kick-off and the subsequent Public Phase of your effort. Now would also be a good time to refer back to the campaign communications plan you developed in the Campaign Planning Phase and ensure that it remains appropriate.

- ☐ Campaign letterhead
- ☐ Notecards
- ☐ Pledge forms
- ☐ Pocket folders (or stickers for pocket folders)
- ☐ Envelopes and labels
- ☐ Campaign website
- ☐ Campaign brochure
- ☐ Campaign video
- ☐ Direct mail appeal letters
- ☐ Email appeal templates
- ☐ Newsletters / e-newsletters
- ☐ Social media content / posts
- ☐ Swag (hats, buttons, banners, t-shirts, etc.)