

# Volunteer Month Campaign Timeline: Your 30 Day Plan

Click the link below to access the planning calendar.

<https://docs.google.com/spreadsheets/d/1a18DWi8xQ-0rcumC7j-jBXWg1fKCINVeADMCMZiWvCU/edit?usp=sharing>

March 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
		Update website information (contact information, logos, mission statement, photos, branding)	Finalize volunteer opportunities and events for National Volunteer Month. This will leave plenty of time for planning and marketing.	Identify campaign goals for National Volunteer Month.		
6	7	8	9	10	11	12
Start drafting your Calls to Action			Decide which volunteers will be spotlighted. Pick 3-5 to spotlight throughout the month of April on social media	Contact volunteers you'd like to spotlight and ask permission. You can also ask them for a quote or set up a time to conduct a short interview		
13	14	15	16	17	18	19
Work on creating content based on the volunteers you're spotlighting. This might include images, quotes, blog posts, or stories	Begin advertising Volunteer Recognition event	Start organizing the social media posts throughout the month of April. Ideally, you will post every other day or every day				
20	21	22	23	24	25	26
	Advertise your volunteer recognition event through your communication streams		Begin writing your email marketing communications			
27	28	29	30	31		
Finalize all social media content for volunteer spot	Advertise your volunteer recognition event through your communication streams	Finalize your email marketing communications		Get ready to launch!		

You might prefer to organize your deadlines in a table format. Use the blank spaces to outline your deadlines and deliverables:

<b>Week 1</b>			
<b>Due Date</b>	<b>Point Person</b>	<b>Task</b>	<b>Notes</b>
March 1	Mary	Update website	Need updated logo from marketing department

<b>Week 2</b>			
<b>Due Date</b>	<b>Point Person</b>	<b>Task</b>	<b>Notes</b>

<b>Week 3</b>			
<b>Due Date</b>	<b>Point Person</b>	<b>Task</b>	<b>Notes</b>

<b>Week 4</b>			
<b>Due Date</b>	<b>Point Person</b>	<b>Task</b>	<b>Notes</b>

## **Volunteer Month Wrap Up: Looking to the Future**

It's most effective to write down your lessons learned while they are still fresh in your mind. Use this section to reflect on your campaign. In the blank space provided, make a note of what went right, what went wrong, and what you'll improve upon next year:

- How effective was your campaign?

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- What was the feedback from volunteers and the community?

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- What tactics were the most successful? The least successful?

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- What social media posts received the most engagement? The least?

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- What can be improved upon next year?

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