



# SLEEP OUT

## COMMUNICATION PLAN

### SAMPLE TEAM COMMUNICATION CALENDAR

*This sample communications plan helps you get the ball rolling with recruiting and fundraising for your Sleep Out. Remember - these are just suggestions. Be as creative as you'd like with dates and content!*

- 2-3 Months Out | Invite employees to register by sharing link to Sleep Out team page.
- 2 Months Out | Share why your team is Sleeping Out using a co-branded social graphic.
- 6 Weeks Out | Email your list to let them know of the upcoming event.
- 1 Month Out | Announce Sleep Out Month and invite people to join your team.
- 1 Week Out | Share "one week 'til Sleep Out" team update on social media.
- Week-Of | Share "Sleep Out week" team update on social media.
- Event Day | Share "Sleep Out night" update on social media.
- Day After | Share photos from Sleep Out on social media and thank you message with participants.
- Week After | Share additional photos and longer thank you message with participants and donors that includes participant testimonials.

### ACTION PLAN 10 DAY FOR TEAMS

*Start this 10 day action plan as soon as you register your Sleep Out to hit the ground running.*

- Day 1 | Customize your Personal & Team Pages to share why you're Sleeping Out.
- Day 2 | Make a list of 10+ people and invite them to join your team.
- Day 3 | Download the DonorDrive Fundraising app.
- Day 4 | Launch a Facebook Fundraiser from your personal page.
- Day 5 | Ask friends and family to donate by sharing the link to your personal page.
- Day 6 | Update your social media bio links to your personal fundraising page URL.
- Day 7 | Share why you're Sleeping Out on social using one of our graphics.
- Day 8 | Thank new team members for joining you.
- Day 9 | Thank everyone who has donated to you so far.
- Day 10 | Share your progress on social and invite others to join your team and donate!

### ACTION PLAN 10 DAY FOR INDIVIDUALS

*Start this 10 day action plan as soon as you register your Sleep Out to hit the ground running.*

- Day 1 | Customize your Personal Fundraising Page to share why you're Sleeping Out.
- Day 2 | Download the Sleep Out app.
- Day 3 | Make a list of 10+ people you want to ask for support.
- Day 4 | Launch a Facebook Fundraiser from your personal page.
- Day 5 | Ask friends and family to donate by sharing the link to your personal page.
- Day 6 | Update your social media bio links to your personal fundraising page URL.
- Day 7 | Share why you're Sleeping Out on social using one of our graphics.
- Day 8 | Send a personal thank you message to everyone who's donated to you so far.
- Day 9 | Give public recognition to your donors with a gratitude post on social.
- Day 10 | Share your progress on social and invite others to donate or join you!

**Schedule a planning session with us today:  
sleepout@covenanthouse.org**

**www.sleepout.org**