



Sample Team Communications 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

10 Day Action Plan (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 [Sleep Out 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!

10 Day Action Plan (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!

Contact sleepout@covenanthouse.org for questions or support.