

Peer Campaign Kickoff Checklist and Guide

Welcome to the Peer Campaign Kickoff Guide. Use this printable resource to plan, track, and execute your peer-to-peer fundraising campaign. Fill in the text fields below to customize your strategy and mark progress.

1. Campaign Details

Identify the core details of your fundraising campaign before launching.

Campaign Title:

Financial Goal (\$):

Target Launch Date:

2. Preparation Checklist

Enter the coordinator name and target completion date for each of the following milestones.

- **Define Campaign Core Message and Story:**

Assignee / Date Due:

- **Set Up the Main Fundraising Page:**

Assignee / Date Due:

- **Draft Outreach Email Templates for Peers:**

Assignee / Date Due:

- **Create Social Media Graphics and Assets:**

Assignee / Date Due:

3. Peer Recruiter & Ambassador Tracking

List your key peer fundraisers and their individual outreach goals.

Ambassador 1 Name & Goal:

Ambassador 2 Name & Goal:

Ambassador 3 Name & Goal:

4. Communication Schedule

Plan when updates will be sent to supporters during the campaign.

Kickoff Announcement Date:

Midway Encouragement Date:

Final Push / Thank You Date:

5. Campaign Notes and Print Action Items

Write down any additional notes, physical resources needed (banners, printouts), or meeting reminders below.

Notes:

e.g, Remember to print Q