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## #GIVINGTUESDAY EASTERN CARIBBEAN PLUS

### Campaign Concept Note

*[Name of Organisation/Group/Individual]*

#### **Background/Introduction**

*Why are you running this campaign? What problem are you addressing? What is causing this problem? What opportunity/skills do you or your organisation have to run this campaign and do something about the problem?*

#### **About the Campaign**

*What is your campaign about? How does it work? What does it involve? What makes your campaign unique? How do people participate and what are they supposed to do?*

#### **Goals & Objectives**

*Goal: What are you hoping to achieve? What long-term impact does the campaign contribute towards?*

*Objectives: What specifically are you hoping to accomplish during this campaign? What are your 3 - 5 SMART objectives (specific, measurable, achievable, relevant/realistic, time-bound)*

#### **Expected Outcomes and Impact**

*If the campaign is successful, what will the end result be? The outcomes are the specific things you expect to happen as a result of your campaign (e.g. weight loss), while the impact is the overall/broad change you expect to make (e.g. healthier and happier lives)*

#### **Proposed Partners & Stakeholders**

*Who is involved in this campaign? Who are the beneficiaries and benefactors? Who do you plan to work with?*

### **Activities & Timeline**

*What are the highlights of the campaign? What activities or events is it made of? What exactly needs to be done for the campaign to be successful? When do they need to be done by?*

### **Budget/Fundraising/Sponsorship**

*How much will executing the campaign cost? Do you have any donors/contributors? How much, if anything, are you or your organization contributing towards the campaign? What are your fundraising goals and how are you planning to achieve them?*