

Simple Campaign Planner

Week	Focus	Key Actions	Owner / Notes	Status
1	Pre-launch planning	Confirm objectives Select audience segments Check credit balance Review creative assets		Status ▾
2	Content creation	Draft supporter EDMs Staff EDM Social posts Select hero image		Status ▾
3	Approvals & setup	Finalise copy Insert tracking links Submit content to GH for review		Status ▾
4	Launch week	Send EDMs x 3 Post on social x 2 Monitor performance		Status ▾
5 - 6	Post-campaign wrap-up	Review results Share learnings Thank supporters and staff		Status ▾