



## Do Unto Others Campaign Launch Task List: Organizations

Use this list to guide your campaign activities, and feel free to add or adapt tasks according to your community's needs and resources.

### February - April 2024

- Get ready to bring the campaign to your community! Familiarize yourself and others in your organization with the campaign by reviewing the campaign website and resources. **[Link to website]**
- Review and download free, ready-to-use Do Unto Others campaign materials: videos, print material designs, social media graphics and more are available now. **[resource page link]**
- Start planning how your organization will implement the campaign. Will you deploy all materials or a select few? How/when will you introduce the campaign to those who work in or with your organization? Do you plan to host any community events to launch or promote the campaign?
- Help share the Do Unto Others message by encouraging others to engage with the campaign. Invite more community partners to join your efforts, including sharing campaign materials in public places around your community.

## May-July 2024

- Order campaign t-shirts, if desired. We've partnered with a fair trade, sustainable apparel provider, GOEX, to make ordering easy. In the [GOEX Shop], you can order custom shirts with your logo – and feel good knowing you've helped sustain fair wage jobs.

**Final day to place t-shirt orders: [DATE]**

If you prefer to order through a different vendor, you can download t-shirt design files on our **[resources page]**.

Resurrection branded shirts are also available for purchase through the **[campaign shop]**.

- Order or print campaign materials. Other materials like yard signs, posters and stickers can be ordered through the **[online store]** starting **[DATE]**. **[Is there a closing date for orders?]** Or you can download design files from the **[resource page]** to order from your preferred vendor.
- Get ready for the campaign's social media kickoff on August 13. If someone on your team schedules social media content in advance, now is a great time to add the campaign messages for August. See our **[social media content calendar]** for a suggested posting schedule and ready-to-use content.

## August-November 2024

- Distribute print materials, t-shirts, or other campaign resources to staff or volunteers, community members and/or partners.
- Campaign social media promotion begins August 13.
- Election Day: November 5
- After Election Day, keep kindness going! Continue to look for opportunities to promote kindness and Do Unto Others in your community.