



## Do Unto Others Campaign Launch Task List: Churches

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

### February - April 2024

- Get ready to bring the campaign to your church! Familiarize yourself and church staff with the campaign by reviewing the campaign website and resources: [campaignforkindness.com](https://campaignforkindness.com)
- Review and download free, ready-to-use Do Unto Others campaign materials: videos, print material designs, social media graphics and more are available now: [campaignforkindness.com/resources](https://campaignforkindness.com/resources)
- Start planning how your church will implement the campaign. Will you deploy all materials or a select few? How/when will you introduce the campaign to your congregation? Do you plan to host any church or community events to launch or promote the campaign? Will you use the campaign theme across various ministries, such as children's programming or small groups?
- Help share the Do Unto Others message by encouraging others to engage with the campaign. Invite other churches or partners to join in, or identify local spaces to share campaign materials with, such as schools, community centers or parks.
- Review and download ready-to-use church-specific campaign materials: sermon guides, teaching tools, conversation starters, videos and graphics.  
**Available in April after Easter on the [Resources Page](#)**

## May-July 2024

- Order campaign t-shirts, if desired. We've partnered with a fair trade, sustainable apparel provider, GOEX, to make ordering easy. You can order custom shirts with your logo – and feel good knowing you've helped sustain fair wage jobs – here: [GOEXapparel.com/dountoother](https://GOEXapparel.com/dountoother)

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

Resurrection branded shirts will also be available for purchase through the [campaign shop](#).

- Order or print campaign materials. Other materials like stickers, mugs, buttons and more can be ordered through the [online shop](#) starting April 1, 2024. Or you can download design files from the [resources 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 church staff, congregants, partners and/or community members.
- Campaign social media promotion begins August 13.
- Join Pastor Adam Hamilton and preach on The Golden Rule at your church this fall. Sermon series content will be available on the resources page after Easter.
- Election Day: November 5
- After Election Day, keep kindness going! Continue to look for opportunities to promote kindness and Do Unto Others in your church and community.