

## \* Earth Day Spring Campaigns

Every day is Earth Day so we are giving you way to fundraise and celebrate in many ways this Spring. We've provided campaign dates and all the promotional support—including our checklist below—to launch a successful and frazzle free campaign before, during and after Earth Day.

TIMELINES 

	Register by this date	Promote	Kick Off	Monitor	Close Campaign
Love the Earth	01/30	02/07	02/14	2/14 - 2/25	02/28
Celebrate Earth Day	01/30	02/21	02/28	2/28 - 3/11	03/14
Mother Nature	02/14	03/07	03/14	3/14 - 3/25	03/28
Inspired by Earth Day	02/14	04/11	04/18	4/18 - 4/29	05/02

## \* CheckList for a frazzle-free campaign

**Step 1. Promote your Campaign:** We'll send you a downloadable Promotional Kit that includes an electronic back pack letter, posters for your school and community and a graphic that can be posted on your school website. All promotional material will be complete with campaign dates, Fundraising Coordinator contacts and directions to Start Shopping through the web storefront.

**Step 2. Kick-Off:** Send a reminder email that the web storefront is open for fundraising!

**Step 3. Monitor:** We'll provide you with an update on your web sales and offer suggestions on boosting your sales to reach your goals.

**Step 4. Close Campaign:** Submit any paper orders you may have collected (via fax) to Virescent. And we'll close up your web storefront and tally your financial results!

**Step 5. Distribute Orders** The complete order will arrive, collated by order, for distribution at your school. Be sure to have a few volunteers in place to help and send an email out with a date and times to pick up the merchandise! Drive the message home by delivering at your schools Earth Day Celebration!