
CAMPAIGN TIMELINE

Week 1 (Jan. 10 & 12)

- Formed Group
- Contacted Client
- Reviewed Branding and Statements
- Discussed Group Member Strengths

Week 2 (Jan. 17 & 19)

- Met with Client
- Discussed the SWOT Analysis
- Began Division of Tasks
- Viewed Sample PR Campaigns

Week 3 (Jan. 24 & 26)

- Completed SWOT Analysis
- Invited Client to Final Presentation
- Began Campaign Branding
- Created Campaign Website

Week 4 (Jan. 31 & Feb. 2)

- Revised Mission and Vision Statements
- Defined Key Publics
- Brainstormed Event Ideas
- Created Goals and Objectives

Week 5 (Feb. 7 & Feb. 9)

- Chose Back to School Event
- Group Meeting
- Created Initial Questionnaire
- Wrote Executive Summary

Week 6 (Feb. 14 & Feb. 16)

- Submitted questionnaire
- Collaborated with Client on Event
- Current Social Media Evaluation
- Chose Metrics for Measuring Success

Week 7 (Feb. 21 & Feb. 23)

- Follow-up Meeting with Client
- Completed Paper
- Finished Campaign Website
- Printed Campaign Packed

Week 8 (Feb. 28 & March 2)

- Presented Final Research and Suggestions to Client

Group Leadership

Grace - Executive summary, organizational history and branding

Jennifer - Campaign website, initial client outreach and team member bios

Kate - Public service announcement, questionnaire and metrics

Sara - Initial design elements, project timeline, poster and social media graphic

Rachel - Social media evaluation, new efforts and creative pieces

