

25 Days Before Launch

Campaign video

- Should be 30-90 seconds
- Who, what, why
- Ask to give first, then share
- Doesn't have to be overly produced

Header photo

- This will go on the campaign page
- A quality photo of the team, or something that encapsulates the campaign

Campaign card image

- A quality photo OR
- An action shot

15 Days Before Launch

Email Content

- Content for Kick Off, Halfway, Last Call, and Thank You emails
- Email recipient list from players (include player email address as well)

2 Days Before Each Post

Page Updates

- Content for 3 campaign page updates
- Could be a video, graphic, or text with a photo/gif

Sample Campaign Checklist

- Content you will provide to build the campaign
- Application approval may take 3-5 days
- All content needed from the checklist will be uploaded to the team-specific BOX folder
- www.usu.edu/eaglefunded