

## **Timeline for The Project Lucas Fitness Challenge**

### **When you first begin!**

#### **Step #1**

Read and get familiar with the Project Lucas Fitness Challenge website:  
projectlucaschallenge.causevox.com

Some other resources to look over:

projectlucas.org/mary  
projectlucas.org/backpacks  
projectlucas.org/backpack-day  
projectlucas.org/stories

#### **Step #2**

Look over the Project Lucas Challenge Overview to understand how the Project Lucas Fitness Challenge will operate.

#### **Step #3**

Create a team fundraising page.

#### **Step #4**

Talk to/recruit potential team members. Use the "Recruit the Team" template email in the toolkit.

Share your team page with team members.

#### **Step #5**

***A few days later or whenever you feel is appropriate,*** encourage team members via email, text, phone, etc., to create a personal fundraising page under the team page.

#### **Step #6**

Review items in the toolkit. Edit the "Get support" email template in the toolkit.

#### **Step #7**

Send out the emails to potential donors.

Post on Social Media (use examples posted in the toolkit).

#### **Step #8**

Make sure all team members have created a fundraising page and can access the toolkit.

## **2 Weeks later**

Send a reminder email to potential donors.  
Post on social media.

## ***One week before May 14***

Check your personal page and send a text, email, phone call to people who donated.  
Post on social media 2-3 times per week.

## ***2-3 Days before May 14***

Edit/send "The Challenge Starts this weekend" email.

## ***May 14-16***

Post on social media how your exercise is going and ask for donations.  
Submit your total personal hours to the team fundraising page by 5:00 p.m., Monday, May 17, 2021.

## ***May 18***

Go to Facebook and YouTube to see the winners and how many backpacks were raised.  
Send "Thank you" email to donors.  
"Thank you" post on social media.