

Sample Campaigns

Here are 4 examples of Workplace Campaigns that have been run in the past, to give you an idea of what you can accomplish:

1. One-Week Campaign A

	Monday	Tuesday	Wednesday	Thursday	Friday
Event	Poverty Sucks Suckers	“Intro to EWB?” presentation	Volunteer and project highlight (online)	Root Causes of Poverty Workshop	End of Development Quiz challenge – announce winner
	Fair Trade Coffee				
	Online Development Quiz Challenge				Thank you email
	Newsletters	Daily Announcement Email			Get feedback
	Posters				
	Mass Email				

2. One-Week Campaign B

Monday	Tuesday	Wednesday	Thursday	Friday
Kick-off Barbeque	Presentation from NO Staff Member	Department Head Relay Race	Presentation from Overseas Volunteer	Celebration Barbeque
Donation Cards Handed Out		Employees Reminded of Donation Campaign		Donation Cards Collected and Talled Before Barbeque
Raffle Tickets Sold	Raffle Tickets Sold	Raffle Tickets Sold	Raffle Tickets Sold	Raffle!!!



engineers without borders
ingénieurs sans frontières

3. Two-Week Campaign

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
Lobby - AM	EWB Booth	Fair Trade booth / EWB Booth	EWB Booth	EWB Booth	EWB Booth
Lunch 12:30-1:30		Fair Trade Lunch 'n 'Learn			Energy Poverty Action Initiative
Lobby - PM		10,000 Villages - Fair Trade Products Sale			
Evening 5:00 - 7:00pm	Movie: Up the Yangtze		Movie: Black Gold	EWB Development Drinks	

Week 2	Monday	Tuesday	Wednesday	Thursday	Friday
Lobby - AM		EWB Booth	Fair Trade booth / EWB Booth	EWB Booth	EWB Booth
Lunch 12:00 - 1:00		Energy Poverty Action Initiative	Fair Trade Lunch'n'Learn	Rural Energy - The Multifunction Platform in Ghana	Root Causes of Poverty Workshop
Lobby - PM			10,000 Villages - Fair Trade Products Sale		
Evening 5:00 - 7:00pm		Movie: Darwin's Nightmare	Movie: Black Gold	Movie: Life & Debt	Movie: Up the Yangtze



4. Month-Long Campaign

Monday	Tuesday	Wednesday	Thursday	Friday
Announcement email Sent out and Employees Personally Invited to events and informed about raffle and donation program	Kick-off Lunch with all upcoming events announced	Donation Cards Handed Out and Raffle Tickets Sold Desk to Desk	Presentation from NO Staff Member	
Monday	Tuesday	Wednesday	Thursday	Friday
Weekly update email sent out	Root Causes of Poverty Workshop	Collecting and Reminding People About Donation Cards and Raffle Tickets Sold Desk to Desk	Foosball Tournament	
Monday	Tuesday	Wednesday	Thursday	Friday
Weekly update email sent out	Corporate Social Responsibility Workshop	Collecting and Reminding People About Donation Cards and Raffle Tickets Sold Desk to Desk	Mini-golf Tournament	
Monday	Tuesday	Wednesday	Thursday	Friday
Weekly update email sent out	Presentation from EWB Overseas Volunteer	Collecting and Reminding People About Donation Cards and Raffle Tickets Sold Desk to Desk	Department Heads Relay Race	Celebration Barbeque and Raffle!

