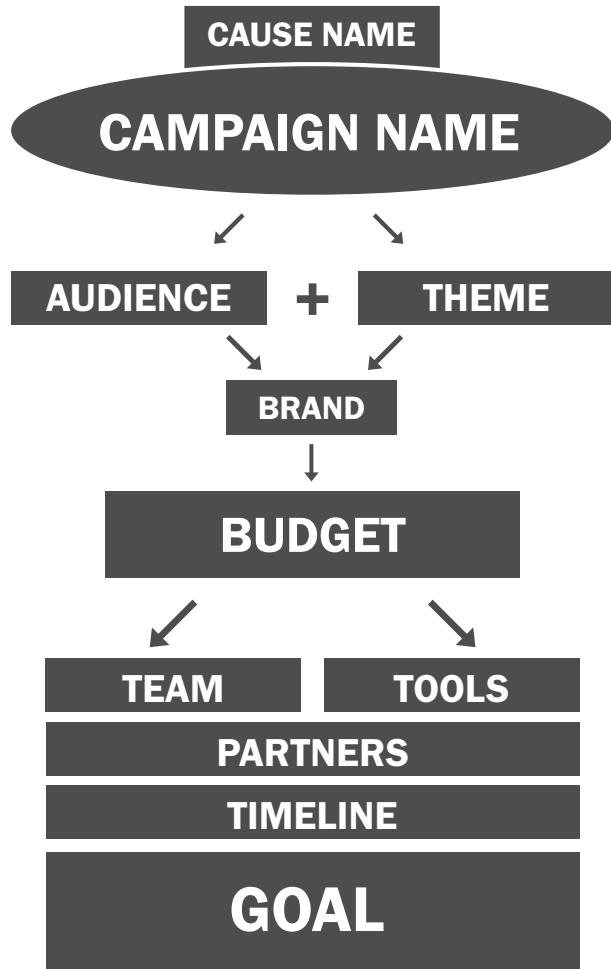


KEY QUESTIONS

1. CAUSE NAME
2. CAMPAIGN NAME
3. BUDGET
4. GOALS
 - FINANCIAL
 - PROMOTIONAL
5. THEME
 - TIE IN WITH AUDIENCE
6. AUDIENCE
 - DETERMINED BY THEME
7. BRAND (LOGO, COLOUR, TYPE, LOOK & FEEL)
8. TIMELINE
9. TEAM, PARTNERS
10. TASK ALLOCATION & MANAGEMENT
11. RISKS



TIMELINE	PHASE 1 <small>SPECIFY TIME FRAME</small>				PHASE 2 <small>SPECIFY TIME FRAME</small>				PHASE 3 <small>SPECIFY TIME FRAME</small>
	PLANNING & PRE-LAUNCH				LAUNCH & MONITOR				ANALYZE & IMPROVE
	THEME	RESEARCH	WEBSITE	EMAIL	EMAIL	SMS	SUPPORT	WEBSITE	ANALYZE, REPORT & IMPROVE
	GG PAGE	TUTORIALS	TEAM	TASKS	SOCIAL MEDIA		TRACKING		
	BUDGET	SOCIAL MEDIA ACCOUNTS							
	DATABASE	ANALYTICS	BRAND						

