



Dig Pink Campaign Plan

The purpose of the Dig Pink Campaign Plan is to walk the Ambassador Program Review Board through what you did for your Dig Pink campaign, the timeline that took place, and how you took lead on the organization of the campaign. Please fill in each section below with what activities you did in areas of marketing, communications, fundraising, and organization of your campaign, a summary of each activity (one or two sentences), and hours spent on each activity if you need community service hours verified.

The Campaign Plan will not be graded by the review board, but will help the members understand what you did as an Ambassador outside of what you mention in your essay. If you have more tasks to add to your plan, use the blank boxes on the last page for additional summaries.

Marketing (ex: Creating posters, making announcements to the school/community, filming promotion videos)

Activity	Summary	Hours

Communications (ex: Sending emails to family members of the volleyball team, using social media to share your campaign details and fundraising page)

Activity	Summary	Hours

Fundraising (ex: Fundraising outside of your Dig Pink match, creating fundraising competitions at school)

Activity	Summary	Hours

General Organization of Dig Pink (ex: Event planning on match day, selecting individuals to help during the match)

Activity	Summary	Hours

Other/Extra Space

Activity	Summary	Hours