SNEHA KARMA FOUNDATION

Campaign Checklist

Launch → midway → final 48 hours → follow-up

Before launch

- Choose the route: social media, online fundraiser, group meeting or event.
- Set one target using the $50 / $250 / $1,250 ladder.
- Pick the program and confirm the wording with SKF.
- Choose approved images; never use an identifiable child without consent.
- Write the story in three short paragraphs.
- Test the donation link and QR code on two phones.
- Draft your first three posts or your host notes.
- Tell SKF the date and target.

Launch week

- Post once, with one ask.
- Message five people directly and ask them to share.
- Thank every gift within a day.
- Post one proof point or story midweek.
- Check the link still works.

Midway

- Share progress honestly, including the gap.
- Post one story about what the money does.
- Ask three people who have not yet given.
- Adjust only the message, never the facts.

Final 48 hours

- One clear deadline post.
- One direct message to close contacts.
- No new claims; repeat the ask.
- Thank people publicly and privately.

After

- Send a personal thank-you within 24 hours.
- Report the final total within a week.
- Share what the funds did within a month.
- Record reach, clicks and gifts for the monthly check-in.
- Invite your best supporters to do it again next year.