**Template email planner: petition launch and beyond**

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| Week 1 | You’ve launched a new petition.  Ask your existing contact list of 50 people to sign and share it. |
| Week 3 | You’re halfway to your target of 500 signatures which will trigger a council debate. Your email list is now 150.  Tell everyone you're halfway there and ask them to share the petition with friends and family to help reach your target. |
| Week 5 | You’re almost at 500 signatures and the deadline to reach your target is fast-approaching.  Send another final reminder asking for help with the final push. |
| Week 6 | Target reached. You’ll be handing your petition in next week at the Town Hall. Your email list is now over 300 people.  Send an invitation email for a photoshoot before the hand-in. |
| Week 7 | It’s the day after the debate. You’ve won your demands and you’ve got plans for what’ll happen next.  Invite everyone to a celebratory meeting where they can find out more about getting involved with your group. |
| Week 9 | You’ve made plans for a film screening for another campaign.  Invite everyone to come along and share some popcorn. |