Sample Timeline for A Behavior Change Campaign

The following is a sample of what a timeline for your project could look like. You may have different elements to your campaign occurring one time only or throughout your implementation. The timescale of a year is for sample purposes only. Your project may run from June of one year to May the next. It could be a few months to a few years in length. Generally, the longer your campaign lasts, the more successful it will be.

Task	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Choose audience and behavior	■											
Survey our audience	■											
Analyze your barriers and benefits	■											
Design/ choose elements of campaign		■	■									
Develop evaluation plan		■	■									
Host Community Events: distribute prompts and communication tools				■		■				■		
Arrange and Plan Events and Canvassing			■	■	■	■	■	■	■			
Give Feedback						■						■
Distribute emails/mailings				■			■				■	
Solicit pledges				■	■	■	■	■	■	■	■	
Install Signage				■	■	■						
Model the behavior				■	■	■	■	■	■	■	■	
Evaluation											■	■