



Timeline of Events
2008 Employee Information and Giving Campaign
Bright Horizons Foundation for Children

Essential Document

Week of July 28 – An electronic poster campaign will be launched – This is YOUR Foundation – and sent approximately bi-weekly to every center, school and office – these should be *printed and displayed* in staff areas

Week of July 28 – Centers and Schools (materials to offices will follow) will receive Phase I, the “Information” mailing, including:

- ✓ Letter from Paul Selvig, Chair of 2008 Information and Giving Campaign
- ✓ A table tent with the Little Piggies photo and poem to set up a display in center/school
- ✓ A copy of the video to show in small groups or make available for individuals to view through out the summer
- ✓ Community Service Ideas

Week of September 23 – Centers, schools, and offices will receive Phase 2, the “Giving” mailing – with additional materials to support a campaign meeting including:

- ✓ Donation cards – for every staff person
- ✓ Checklist for Campaign Leader
- ✓ Sample Staff Meeting Script
- ✓ Q&A
- ✓ One-Page Informational Flyer – for each employee/teacher
- ✓ Tips and Best Practices

Months of October / November – Staff meetings in centers, schools, and departments

December 5th – All donations are due to the Foundation Office