

# Event timeline

Use this event fundraising timeline with our [email templates](#) to send every email at the ideal time.

EVENT NAME

*e.g. London Marathon*

Email	When to send	Stage	Send date	Done
Onboarding 1	Mon or Wed after a fundraiser joins	Page creation <span style="color: purple;">●</span>	<i>e.g. 8 July</i>	✓
Onboarding 2	Two days after Onboarding 1	Page creation <span style="color: purple;">●</span>		
Onboarding 3	One week after Onboarding 2	Page creation <span style="color: purple;">●</span>		
Onboarding 4	One week after Onboarding 3	Page creation <span style="color: purple;">●</span> Page activation <span style="color: orange;">●</span>		
Mid-Campaign 1	Three months before event day	Page activation <span style="color: orange;">●</span>		
Mid-Campaign 2	Two months before event day	Page activation <span style="color: orange;">●</span> Page value <span style="color: pink;">●</span>		
Mid-Campaign 3	One month before event day	Page value <span style="color: pink;">●</span>		
Pre-Event 1	Three weeks before event day	Page value <span style="color: pink;">●</span>		
Pre-Event 2	Two weeks before event day	Page value <span style="color: pink;">●</span>		
Pre-Event 3	One week before event day	Page value <span style="color: pink;">●</span>		
Pre-Event 4	One day before event day	Page value <span style="color: pink;">●</span>		
<b>Event day!</b>		Page value <span style="color: pink;">●</span>		
After the Event 1	One day after event day	Page value <span style="color: orange;">●</span> Retention <span style="color: pink;">●</span>		
After the Event 2	One month after event day	Page value <span style="color: orange;">●</span> Retention <span style="color: pink;">●</span>		
After the Event 3	Two months after event day	Retention <span style="color: green;">●</span>		



When you complete the timeline, add the dates to your calendar!

Note: If a fundraiser joins within three months of the event date, the Onboarding and Mid-Campaign sequences may overlap. Feel free to be flexible and send the emails in order, then let the Pre-Event sequence take over from there.