

Campaign Timeline

8-6 WEEKS BEFORE KICK-OFF

- Meet with and obtain CEO commitment for your upcoming campaign. Schedule campaign dates on CEO calendar.
- Set campaign dates limiting your actual campaign to one week or one payroll period.
- Obtain pledge cards. Provide details to United Way if you are requesting personalized forms.
- Solicit incentive items, such as gift certificates or products from local businesses and/or vendors.

6-4 WEEKS BEFORE KICK-OFF

- Establish a Campaign Committee representative of all departments within your company. Recruit via email, personal invitation, flyers, etc.
- Contact your LCS and discuss ways he/she can help; request campaign materials.
- Schedule reverse tours.

4-3 WEEKS BEFORE KICK-OFF

- Ask CEO to issue letter to employees announcing campaign dates and details.
- Notify all department supervisors of campaign dates and ask for their support in having employees attend campaign meetings.
- Conduct a meeting of campaign committee.
- Review previous year's campaign and decide what ideas to repeat and which to re-evaluate.
- Establish a campaign timeline so everyone is on the same page.

2-1 WEEKS BEFORE KICK-OFF

- Hold company Leadership Giving and supervisor meetings prior to employee campaign meeting. This example of leadership will provide support to the employee campaign.
- Work with LCS to arrange United Way speakers at kick-off meetings and/or reverse tours and confirm all meeting details with the LCS.
- Promote the campaign - hang posters on bulletin boards, send emails, distribute flyers, etc.

2-1 WEEKS BEFORE KICK-OFF (CONT'D)

- Include campaign stuffer with one or two paychecks or employee mailings leading up to the campaign.
- Publish information about the upcoming campaign and incentives in company newsletter.
- Post the Service Map on company bulletin boards or in newsletter.
- Include a line about the upcoming campaign on paychecks if you have the capability.
- Post a friendly e-mail message to everyone alerting them to the upcoming campaign.
- Purchase/order refreshments in preparation for your kickoff.

WEEK OF CAMPAIGN KICKOFF

- Hold an organization-wide kick-off event to build enthusiasm for the campaign and conduct meetings throughout the week.
- Distribute personalized pledge cards and promote 100 percent card return.
- Post Campaign Tracking Charts and update them daily.
- Make sure to follow-up with past contributors who have not yet responded.
- Schedule company activities to promote awareness and excitement of campaign.
- Display your support and excitement of the campaign, by having your committee members wear United Way campaign t-shirts.

1-2 WEEKS POST CAMPAIGN

- Tally final campaign results.
- Ensure that all pledge cards have employee signatures.
- Meet with CEO and report results.
- Announce final report to employees.
- Conduct final meeting with Campaign Committee and choose Chairperson for next year.
- Submit tally sheet, pledge forms, cash and checks to United Way.

AND MOST IMPORTANT, Thank Everyone! Personalized notes, thank-you payroll stuffers, a note in the newsletter, or a pizza party are simple and sure ways to say it.