

United Way Campaign Timeline and Checklist



Six Weeks Before Kickoff	Target Date	Completed
<ul style="list-style-type: none"> Attend Cabinet/ECC meeting or meet with United Way Campaign staff; review past performance and UW materials 		<input type="checkbox"/>
<ul style="list-style-type: none"> Meet with your CEO or Senior Manager to obtain their support for the campaign. 		<input type="checkbox"/>
<ul style="list-style-type: none"> Start recruiting your campaign team. Educate your team members on United Way's role in the community. 		<input type="checkbox"/>

Four Weeks Before Kickoff	Target Date	Completed
<ul style="list-style-type: none"> Set your company goal with your CEO and campaign team. 		<input type="checkbox"/>
<ul style="list-style-type: none"> Develop a campaign plan (set campaign dates, theme, and incentives). 		<input type="checkbox"/>
<ul style="list-style-type: none"> Begin your leadership campaign. Ask UW staff for assistance identifying and soliciting leadership givers. 		<input type="checkbox"/>
<ul style="list-style-type: none"> Assign tasks to your team—communications, event coordination, etc. 		<input type="checkbox"/>

Two Weeks Before Kickoff	Target Date	Completed
<ul style="list-style-type: none"> Create energy, awareness, and passion! Begin publicizing your campaign (posters, flyers, employee newsletter.) 		<input type="checkbox"/>
<ul style="list-style-type: none"> Schedule agency tours and speakers. Ask UW campaign staff if you are interested! 		<input type="checkbox"/>

One Week Before Kickoff	Target Date	Completed
<ul style="list-style-type: none"> Send CEO letter or e-mail endorsing campaign to all employees 		<input type="checkbox"/>
<ul style="list-style-type: none"> Create SPARKS! Talk about United Way, the benefits of giving, and your kick-off event to your co-workers 		<input type="checkbox"/>
<ul style="list-style-type: none"> Review all plans for event kick-off and pledging period with your campaign team 		<input type="checkbox"/>

CAMPAIGN KICKOFF WEEK	Target Date	Completed
<ul style="list-style-type: none"> Host your company-wide campaign kickoff event! 		<input type="checkbox"/>
<ul style="list-style-type: none"> Collect pledge cards and hold drawings and giveaways for participating employees. 		<input type="checkbox"/>
<ul style="list-style-type: none"> Be available to your campaign team and all employees to answer questions. 		<input type="checkbox"/>
<ul style="list-style-type: none"> Keep the energy high! 		<input type="checkbox"/>

The Week After Campaign Close	Target Date	Completed
<ul style="list-style-type: none"> Collect all remaining pledge cards and report results to United Way. 		<input type="checkbox"/>
<ul style="list-style-type: none"> Post final campaign results to your employees. 		<input type="checkbox"/>
<ul style="list-style-type: none"> Thank all employees and campaign volunteers! 		<input type="checkbox"/>