

Campaign Timeline and Checklist



6 Weeks Before Campaign	4 Weeks Before Campaign	2 Weeks Before Campaign	Kickoff Celebration	After Your Campaign
<p>Target Date: _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Meet with United Way representative to develop campaign goals and strategies <input type="checkbox"/> Obtain CEO endorsement and support <input type="checkbox"/> Consider a segmented leadership campaign <input type="checkbox"/> Review the previous campaign's performance, determine opportunities and challenges <input type="checkbox"/> Recruit campaign team <input type="checkbox"/> Train team/assign tasks <input type="checkbox"/> Attend an Employee Campaign Coordinator Network Luncheon <input type="checkbox"/> Develop campaign plan: Goal Dates Publicity/promotions Incentives 	<p>Target Date: _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Secure CEO's approval of campaign plans <input type="checkbox"/> Plan and schedule campaign kickoff <input type="checkbox"/> Request a Speakers Bureau presentation by contacting your local United Way at 218-999-7570 or info@unitedway-of1000lakes.org <input type="checkbox"/> Personalize pledge forms with individual's contact information (Use mailing labels!) <input type="checkbox"/> Visit www.unitedwayof1000lakes.org for campaign resources, tools and ideas <input type="checkbox"/> Order campaign materials: Brochures Pledge Cards Posters T-shirts/buttons Banners Tracking Poster 	<p>Target Date: _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Promote your campaign <input type="checkbox"/> Market campaign kickoff <input type="checkbox"/> Send communications from CEO endorsing/announcing campaign <input type="checkbox"/> One week before: Send reminder about campaign kickoff 	<p>Target Date: _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Kickoff your campaign group meeting(s) <input type="checkbox"/> Make sure every employee receives a pledge form and materials (i.e. brochures) and has the opportunity to give <input type="checkbox"/> Share campaign giving results regularly with staff (and your United Way representative!) <input type="checkbox"/> Send follow-up emails to keep up the enthusiasm and build awareness (include community facts and success stories) <input type="checkbox"/> Have fun! 	<p>Target Date: _____</p> <ul style="list-style-type: none"> <input type="checkbox"/> Wrap up campaign and collect all pledges (follow up with those who did not turn in pledge forms) <input type="checkbox"/> Tabulate the results and submit campaign envelope to United Way (<i>Deliver to UW office or have United Way representative pick up your campaign envelope.</i>) <input type="checkbox"/> Announce campaign results to your staff <input type="checkbox"/> Thank all contributors with a celebration event, letter, email, gift, etc.
Throughout the Year				
<ul style="list-style-type: none"> <input type="checkbox"/> Lumberjack Breakfast Kickoff: Sept. 8, 9-11 AM <input type="checkbox"/> Dining United: October – November <input type="checkbox"/> Participate in First Friday events: Meet the Brewer <input type="checkbox"/> United Acts of Kindness Week: Nov. 12th –16th 		<ul style="list-style-type: none"> <input type="checkbox"/> Campaign Celebration & Best of Awards: March 21, 2019 at 4 p.m. <input type="checkbox"/> Participate in Day of Action on June 21 or other volunteer engagement opportunities <input type="checkbox"/> Offer new hires the chance to give through payroll contribution <input type="checkbox"/> Include United Way in your new and post retirement program 		

Contact United Way

Our staff are here to help along the way!
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