

# CAMPAIGN

## TIME TABLE



United Way  
of Florence County

| Activity                                                                                           | Target Date | Completion Date | Assigned To |
|----------------------------------------------------------------------------------------------------|-------------|-----------------|-------------|
| 1. Attend Coordinator Training on <b>August 27th</b> or meet with your United Way representative.  |             |                 |             |
| 2. Review United Way materials.                                                                    |             |                 |             |
| 3. Meet with your CEO/Senior Management and obtain support.                                        |             |                 |             |
| 4. Recruit campaign committee.                                                                     |             |                 |             |
| 5. Set your company's campaign goals.                                                              |             |                 |             |
| 6. Develop campaign plan (dates, campaign methods, promotions, incentives, etc.).                  |             |                 |             |
| 7. Assign roles and responsibilities to campaign committee.                                        |             |                 |             |
| 8. Schedule speakers/videos/agency tours.                                                          |             |                 |             |
| 9. Plan Campaign Kick-Off (reserve meeting rooms, a/v, order food, door prizes).                   |             |                 |             |
| 10. Send CEO endorsement letters/emails.                                                           |             |                 |             |
| 11. Publicize campaign (hang posters/flyers, send emails).                                         |             |                 |             |
| 12. Conduct employee fundraisers.                                                                  |             |                 |             |
| 13. Send reminder emails about campaign ending.                                                    |             |                 |             |
| 14. Collect pledge cards.                                                                          |             |                 |             |
| 15. Publicize final campaign results.                                                              |             |                 |             |
| 16. Thank employees, volunteers, and campaign committee.                                           |             |                 |             |
| 17. Report results to United Way by November 18th (unless you hold your campaign at a later date). |             |                 |             |
| 18. Set up a program for new hires and retirees.                                                   |             |                 |             |