

CAMPAIGN CHECKLIST



United Way
of Florence County

BEFORE THE CAMPAIGN

- Attend the United Way's Employee Campaign Coordinator Training.
- Secure CEO and/or Senior Management support.
- Recruit your campaign team, assign roles and responsibilities, and hold planning meetings.
- Review last year's goals and establish new campaign goals such as dollar amount and participation percentage.
- Set a beginning and end date for your campaign. (We recommend a 1-2 week campaign).
- Schedule events and work with your UW representative on a time for them to come speak at your company.

DURING THE CAMPAIGN

- Send out emails from you and/or your CEO announcing the kick-off of the campaign and any additional campaign information.
- Hold campaign events, including a fun kick-off event and additional fundraising events throughout the campaign to incentivize your co-workers to give. (See Page 14-16 for fundraising event ideas)
- Distribute pledge cards or send out information about how to pledge online.
- Send email updates throughout the campaign including goal progress, event info, and/or links to the video.
- Offer incentives based on the timely return of pledge cards, participation, and/or specific giving levels. (See Page 16 for a list of possible incentives)
- Take pictures and video of your great events and send them to your United Way representative.

AFTER THE CAMPAIGN

- Send a reminder email that the campaign is concluding and pledge forms need to be submitted.
- Collect pledge forms and arrange for a drop-off with your United Way representative. Or, if it's an online campaign, coordinate wrap-up with your United Way representative.
- Thank employees with a celebration event, letter, email, etc. and announce campaign results.
- Thank your campaign team, leadership contributors, and other special groups.
- Gather feedback and let us know so we can improve our service to you.