

Your Campaign Timeline & Checklist

United Way campaigns generally take place over 1-2 weeks, but you can choose the best length for your workplace. Always make sure you have a great campaign kick-off!

Here is a sample guide to your campaign planning.

Sample Planning:

- | | |
|--|---|
| <p>Step 1 Confirm campaign participation and determine who will serve as your primary campaign ambassador.</p> <p>Step 2 Meet with TUW staff and Campaign Cabinet member to begin planning.</p> <p>Step 3 Schedule your campaign timeframe, including a kickoff, TUW presentation and other special events.</p> <p>Step 4 Review last year's results and establish a clear participation or monetary goal.</p> | <p>Step 5 Compile campaign resources and update messaging.</p> <p>Step 6 Launch your campaign, ensuring all employees can access to needed donor resources and pledge forms.</p> <p>Step 7 Keep the campaign alive by sharing impact stories and conducting special events.</p> <p>Step 8 Wrap-up by thanking donors, sharing results, photos and meeting with TUW staff to evaluate for next year.</p> |
|--|---|

Here is a sample checklist to help you stay organized and on track when coordinating your campaign.

Sample Checklist:

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Determine campaign ambassador <input type="checkbox"/> Meet with TUW staff <input type="checkbox"/> Schedule campaign dates <input type="checkbox"/> Schedule TUW presentation <input type="checkbox"/> Obtain pledge forms or prepare ePledge info <input type="checkbox"/> Review last year's results <input type="checkbox"/> Create campaign goal <input type="checkbox"/> Engage company leadership <input type="checkbox"/> Attend TUW ECC Training <input type="checkbox"/> Plan donor incentives or prizes <input type="checkbox"/> Hold campaign kickoff event <input type="checkbox"/> Monitor progress toward the goal | <ul style="list-style-type: none"> <input type="checkbox"/> Recognize and remind donors <input type="checkbox"/> Share TUW provided impact stories <input type="checkbox"/> Share why YOU give to TUW <input type="checkbox"/> Capture and share photos <input type="checkbox"/> Communicate challenges with TUW <input type="checkbox"/> Collect, record and submit all pledges <input type="checkbox"/> Follow up on any corporate contribution <input type="checkbox"/> Calculate and share results <input type="checkbox"/> Finish thanking and recognizing donors <input type="checkbox"/> Meet with TUW to evaluate results <input type="checkbox"/> Promote volunteer opportunities <input type="checkbox"/> Keep employees engaged year-round |
|--|--|