

CAMPAIGN TIMELINE AND CHECKLIST



6 Weeks Before

- Attend ECC Training, hosted by United Way
- Meet with your United Way representative to develop campaign goals and strategies
- Review the previous campaign's performance, determine opportunities and challenges
- Visit United Way's online campaign toolkit (UnitedForImpact.org/toolkit) for materials and ideas
- Meet with your CEO to confirm his or her commitment
- Recruit and train a campaign team
- Develop campaign timeline with dates and goals

4 Weeks Before

- Plan your campaign theme and special events
- Set dates for employee meetings
- Ask your United Way representative about speakers for employee meetings
- Request materials, including pledge forms and brochures for all employees

2 Weeks Before

- Promote your campaign special events and meetings
- Conduct a leadership giving campaign— *one of the best ways to increase the success of your overall campaign*
- Send communications from the CEO endorsing and announcing the campaign Kickoff Celebration
- Launch your campaign group meetings

During Your Campaign

- Make sure every employee receives materials and has an opportunity to give
- Conduct special events and activities
- Publicize interim campaign results
- Send follow-up emails every few days to keep up enthusiasm and build awareness; include community facts and success stories
- Have fun! Infuse your creativity and build enthusiasm among team members, and in no time your campaign will go from good to great!

After Your Campaign

- Wrap-up, collect all pledges and follow up on outstanding pledges
- Calculate results and submit final reports to United Way
- Announce results to your employees
- Thank all contributors with a celebratory event, letter or email
- Debrief with your team and summarize your findings and ideas for next year!



Coordinating a United Way campaign should be fun and rewarding. Because of you, thousands of our most vulnerable neighbors are able to connect with help to improve their lives. *Your support and extra efforts are what drives Impact forward, and on behalf of those who may never have the chance...we say **THANK YOU!***

United Way is your local partner to drive measurable, lasting Impact that none of us can achieve alone!

Questions? Contact UW Donor Services at 215-665-2598 or email ECC@uwgpsnj.org

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United Way
of Greater Philadelphia
and Southern New Jersey

