

CAMPAIGN TIMELINE AND CHECKLIST

<h2 style="margin: 0;">6 Weeks Before</h2>	<h2 style="margin: 0;">4 Weeks Before</h2>	<h2 style="margin: 0;">2 Weeks Before</h2>	<h2 style="margin: 0;">Kickoff Celebration!</h2>	<h2 style="margin: 0;">After Your Campaign</h2>
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Target Date: _____

- Develop campaign goals and strategies.
- Review the previous campaign's performance, determine opportunities and challenges.
- Recruit and train a campaign team.
- Attend an Employee Campaign Coordinator training at the United Way offices.
- Develop your campaign timeline with dates and goals.
- Meet with your CEO to confirm his or her commitment.
- Visit our online campaign toolbox for tools and ideas.

Target Date: _____

- Plan your campaign theme and special events.
- Set dates for employee meetings.
- Ask about speakers for employee meetings.
- Request materials from Heartland United Way. Everyone should receive pledge forms and brochures.
- Personalize pledge forms with individual's contact information.

Target Date: _____

- 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 CEO endorsing/announcing campaign.

Target Date: _____

- Kick off your campaign group meetings.
- Make sure that every employee receives materials and has the opportunity to give.
- Conduct special events.
- Publicize interim campaign results.
- Send follow-up e-mails every few days to keep up the enthusiasm and build awareness. Include community facts and success stories.
- Have Fun!

Target Date: _____

- Wrap up campaign and collect all pledges. Follow up with those who did not turn in pledge forms.
- Tabulate the results and submit campaign reports and the campaign envelope to United Way.
- Announce campaign results to your staff.
- Thank all contributors with a celebration event, letter, e-mail, gift, etc.
- Conduct a campaign debriefing with your team and HUW Staff and develop a written summary for next year.

