

# Campaign Timeline and Checklist

6 Weeks Before Campaign	4 Weeks Before Campaign	2 Weeks Before Campaign	Kickoff Celebration	After Your Campaign
<p><b>Target Date:</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Meet with United Way representative to develop campaign goals and strategies</li> <li><input type="checkbox"/> Obtain CEO endorsement and support</li> <li><input type="checkbox"/> Consider a segmented leadership campaign</li> <li><input type="checkbox"/> Review the previous campaign's performance, determine opportunities and challenges.</li> <li><input type="checkbox"/> Recruit campaign team</li> <li><input type="checkbox"/> Train team/assign tasks</li> <li><input type="checkbox"/> Attend an Employee Campaign Coordinator training at United Way</li> <li><input type="checkbox"/> Develop campaign plan: Goal Dates Publicity/promotions Incentives</li> </ul>	<p><b>Target Date:</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Secure CEO's approval of campaign plans</li> <li><input type="checkbox"/> Plan and schedule campaign kickoff</li> <li><input type="checkbox"/> Request a Speakers Bureau presentation by contacting your United Way representative or visiting: <i>www.uwolmsted.org/speakers-bureau-request</i></li> <li><input type="checkbox"/> Personalize pledge forms with individual's contact information (Use mailing labels!)</li> <li><input type="checkbox"/> Visit <i>www.uwolmsted.org/campaign-resources</i> for tools and ideas</li> <li><input type="checkbox"/> Do you have your campaign materials? <i>ECCs will receive materials at individual meetings, trainings or campaign material pick-up day.</i></li> </ul>	<p><b>Target Date:</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Promote your campaign</li> <li><input type="checkbox"/> Market campaign kickoff</li> <li><input type="checkbox"/> Send communications from CEO endorsing/announcing campaign</li> <li><input type="checkbox"/> <b>One week before:</b> send reminder about campaign kickoff</li> </ul>	<p><b>Target Date:</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Kickoff your campaign group meeting(s)</li> <li><input type="checkbox"/> Make sure every employee receives a pledge form and materials (i.e. brochures) and has the opportunity to give</li> <li><input type="checkbox"/> Share campaign giving results regularly with staff (and your United Way representative!)</li> <li><input type="checkbox"/> Send follow-up emails to keep up the enthusiasm and build awareness. Include community facts and success stories.</li> <li><input type="checkbox"/> Have fun!</li> </ul>	<p><b>Target Date:</b> _____</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Wrap up campaign and collect all pledges. Follow up with those who did not turn in pledge forms.</li> <li><input type="checkbox"/> Tabulate the results and submit campaign envelope to United Way <i>Deliver to UWOC office or have United Way representative pick up your campaign envelope. Please do not mail.</i></li> <li><input type="checkbox"/> Announce campaign results to your staff</li> <li><input type="checkbox"/> Thank all contributors with a celebration event, letter, email, gift, etc.</li> </ul>
<b>Throughout the Year</b>				
<ul style="list-style-type: none"> <li>Attend United Way events:               <ul style="list-style-type: none"> <li><input type="checkbox"/> Community Campaign Kickoff: August 1st - September 15th 2018</li> <li><input type="checkbox"/> Celebration of Caring and Giving: April 2019</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Participate in Days of Caring (September – November) or other volunteer engagement opportunities.</li> <li><input type="checkbox"/> Offer new hires the chance to give through payroll contribution.</li> </ul>		

## Contact United Way

Our campaign specialists are here to help along the way!  
(507) 287-2000, rd@uwolmsted.org

**United Way of Olmsted County**  
903 West Center Street, Suite 100, Rochester, MN 55902  
Open Monday through Friday, 8:30 a.m. – 5 p.m.