

CAMPAIGN TIMELINE

Your role as an United Way Coordinator (UWC) is critical. You are our messenger for change and a champion of financial opportunity for families and educational success for children and youth. We know that as an UWC, accepting the responsibility of your company's fundraising campaign is a lot of work in addition to the job you do each day. The United Way team is anxious to provide any support you may need. This guide will give you a step-by-step timeline to help you plan, implement and achieve your company's fundraising goals.



4

Weeks Before Kickoff

Meet with your CEO and/or senior manager to enlist their help in championing the campaign

Recruit and confirm campaign committee
Ensure representatives from throughout the organization

Determine agenda and training for campaign committees, if needed

Meet with your United Way team member(s)

- Review strategy and results from last year's campaign
- Choose campaign dates
- Plan special events
- Review virtual campaign requirements/needs

Secure giving incentives

Organize and Communicate

- Develop a plan and discuss campaign tactics & timing
- Explain Leadership Circle campaign
- Plan and schedule leadership communications

Request campaign materials & speakers

2

Weeks Before Kickoff

Have CEO or campaign chair create a personal endorsement of support & send to all employees

Have department managers announce the campaign at staff meetings

1

Week Before Kickoff

Launch campaign communications

During The Campaign

Hold giveaways & drawings for those who have returned the completed pledge form

Follow up with past contributors who have not yet responded

Report progress to all employees regularly

Campaign Wrap-up

Work with your United Way team member to develop a strategy for those who have previously given but have not yet responded

Determine final results and share with Leadership & United Way Staff
Announce total amount raised to employees
Conduct final meeting with campaign committee

Recognize all contributors

Submit final paperwork to United Way

Hold thank you event(s)