

UNITED WAY WORKPLACE CAMPAIGN TIMELINE

Before your Campaign (4 – 8 weeks prior)

- Attend a [Campaign Managers' Workshop](#) to get **ideas** for your workplace campaign.
- Meet with your United Way donor relationship officer or loaned executive.
 - Review past year's campaign, and develop a strategy for this year.
 - Determine the type of campaign best suited to your organization.
 - Develop your campaign timeline.
 - Establish your campaign goal.
- Recruit an enthusiastic campaign committee and plan your Kickoff event. Don't forget:
 - **Incentives** to increase participation and excitement
 - An employee [Day of Caring](#)
 - An engaging speaker
 - Your budget and timeline
 - Publicize your campaign (and incentives) to employees and **raise United Way awareness**
- Meet with your CEO and/or labor leader to confirm commitment. Ask them to write a **letter to employees**.
- Begin planning a Leadership Campaign with CEO involvement.
- Learn more about United Way and its funded programs through speakers, tours, and participation in a United Way [Day of Caring](#).
- Send a data file to your United Way staff member to personalize your employees' pledge forms.

During your Campaign

- Conduct a Leadership Campaign with CEO involvement.
- Kick off your campaign with United Way **presentations** (include your CEO if possible) and **incentives**.
- Distribute pledge cards.
- Raise United Way awareness.
 - Use daily **messages** leading up to and during your Campaign on flyers, bulletin boards, display boards, emails, employee newsletters, etc.
 - Use fairs and speakers
- Follow up with employees unable to attend meetings or presentations.
- Issue progress reports throughout your campaign to your employees and your United Way staff member.

After your Campaign

- Tabulate results and submit the Campaign Report Envelope and required forms to your United Way staff member.
- Write a **letter** or thank you note to be sent from the CEO and/or labor leaders to thank employees for their contributions. Raffle off a high-dollar item as a thank you. Or, have a pizza party lunch or donut and coffee breakfast to thank all who participated. Invite a United Way representative to say thanks at your wrap-up event.
- Thank your committee members.
- Suggest ways employees can stay engaged with United Way year-round through [giving](#), [advocating](#), and [volunteering](#).
- Evaluate your company's campaign strengths and weaknesses and make recommendations for coming years.
- Congratulate yourself on a job well done!