

Campaign Timeline

<p style="font-size: 2em; font-weight: bold; margin: 0;">6</p> <p style="margin: 0;">Weeks Before</p>	<p>Target Date: _____</p> <ol style="list-style-type: none"> 1. Meet with your Staff Partner to develop campaign goals and strategies 2. Review the previous campaign's performance, determine opportunities and challenges 3. Recruit and train a campaign team or committee 4. Attend Employee Campaign Manager training with United Way 5. Develop your campaign timelines with dates and goals 6. Meet with your CEO to confirm their commitment 7. Visit our online campaign toolbox for tools and ideas
<p style="font-size: 2em; font-weight: bold; margin: 0;">4</p> <p style="margin: 0;">Weeks Before</p>	<p>Target Date: _____</p> <ol style="list-style-type: none"> 1. Plan your campaign theme and special events 2. Set dates for employee meetings and/or presentations 3. Ask your Staff Partner about speaking at the meetings and/or presentations 4. Request special materials from you Staff Partner (<i>you will receive a starter kit closer to your campaign with all basic materials</i>) 5. Talk to your Staff Partner about personalized communications to your colleagues
<p style="font-size: 2em; font-weight: bold; margin: 0;">2</p> <p style="margin: 0;">Weeks Before</p>	<p>Target Date: _____</p> <ol style="list-style-type: none"> 1. Promote your campaign special events, meetings and presentations 2. Conduct a leadership giving campaign – one of the best ways to increase the success of your overall campaign 3. Send communications from CEO/leadership endorsing or announcing key campaign information
<p style="font-size: 1.2em; font-weight: bold; margin: 0;">Launch & Mid Campaign</p>	<p>Target Date: _____</p> <ol style="list-style-type: none"> 1. Kick off your campaign 2. Make the ask - Follow up with every employee to encourage and confirm if they have made a pledge. Address their objections 3. Make sure everyone receives materials and has an opportunity to give 4. Conduct special events 5. Share ongoing campaign result updates 6. Send follow up e-mails/communications every few days to keep up the enthusiasm and build awareness – make sure to include community facts and impact stories 7. Remind people about the end date for the campaign and encourage them to get their pledges in before it wraps up
<p style="font-size: 1.2em; font-weight: bold; margin: 0;">After Campaign</p>	<p>Target Date: _____</p> <ol style="list-style-type: none"> 1. Wrap up campaign and collect all pledges. Follow up with those who did not return pledge forms 2. Tabulate results and submit all final reports and the campaign envelope to your Staff Partner 3. Announce your final results with your workplace 4. Thank all contributors with a celebration event, letter, email, gift, etc. 5. Connect with your Staff Partner about having a debrief meeting to develop a summary for next year