

# Your Campaign Timeline & Checklist

## *Four Weeks Before Kickoff*

- Meet with your CEO and/or senior manager to enlist their help in championing the campaign.
- Recruit your team.
- Review strategy and results from last year's campaign. Meet with past campaign chair (see Step One-Looking in the Rear-view mirror).
- Have your first campaign committee meeting to develop a plan and discuss campaign tactics and timing (see Step Three- Team vs. Individual).
- Segment employee list to identify likely leadership donors.
- Plan and schedule a leadership breakfast (a great opportunity to use the campaign video).
- Talk with human resources to establish a contact to solicit retirees.

## *Two Weeks Before Kickoff*

- Arrange campaign presentation(s) and guest speakers with the United Way. Call Chris Kinsey at 295-1650 to arrange a speaker or order on the Toolbox.
- Check campaign supplies. Make sure you have enough of everything. If you need additional materials call the United Way or order through the Toolbox Store.
- Send solicitation letters to retirees.

## *One Week Before Kickoff*

- Launch campaign communications and promotional materials.
- Launch leadership campaign with management breakfast and solicitation.
- Send CEO communication to all employees (i.e. letter, e-mail, payroll stuffers) announcing the campaign.

## *Week of Campaign Kickoff*

- Hold an organization-wide kickoff event to build enthusiasm for the campaign.
- Publicize results of the leadership campaign.
- Conduct employee solicitation either by group solicitation or one-on-one meetings.
- Hold giveaways and drawings for those who have returned the pledge form.
- Follow up with past contributors who have not yet responded.
- Report progress to all employees regularly.
- Confirm your team has talked to all employees.

## *Week of Campaign Close*

- Determine final results and meet with CEO.
- Announce total amount raised to employees.
- Conduct final meeting with your campaign committee.
- Thank/recognize all contributors.
- Turn in your pledge envelope to the United Way.
- Congratulate yourself on a job well done!