

LIVE UNITED

GETTING STARTED

2.3 Employee Campaign Coordinator Timeline/Checklist

4-5 weeks before the campaign

- Meet with your CEO
- Talk with previous Campaign Advocate
- Recruit your campaign team
- Analyze your past campaign
- Develop a budget
- Establish a corporate match

3-4 weeks before the campaign

- Attend ECC Training, or meet with your United Way staff representative
- Train your committee members
- Set your goals and objectives
- Set dates/times and notify your United Way Contact
- Review all campaign resources
- Plan your special events
- Schedule United Way speaker for meetings

One week before campaign

- Personalize pledge cards
- Send out endorsement letters
- Promote your campaign

Week of Campaign

- Confirm meeting location and time
- Connect with United Way contact
- Conduct special events
- Hold employee meetings
- Introduce program/agenda
- Show United Way campaign video
- Acknowledge management/CEO support
- Run retiree campaign

1-2 weeks after the campaign

- Follow up on pledge forms
- Report results promptly to United Way
- Report results internally
- Say thank you
- Analyze your campaign with your team
- Recruit next campaign advocate

Year round:

Your United Way contact can help you

- Start a year-round communication program
- Implement New Hires program
- Participate in United Way events
- Take employees on agency tours
- Identify and utilize employee testimonials