

CAMPAIGN TIMELINE AND CHECKLIST

6 Weeks Before	4 Weeks Before	2 Weeks Before	Kickoff Celebration!	After Your Campaign
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- | Target Date: _____ | Target Date: _____ | Target Date: _____ | Target Date: _____ | Target Date: _____ |
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| <ul style="list-style-type: none"> <input type="checkbox"/> Meet with your LAUW rep. to develop campaign goals and strategies. <input type="checkbox"/> Review the previous campaign's performance, determine opportunities and challenges. <input type="checkbox"/> Recruit and train a campaign team. <input type="checkbox"/> Attend an Employee Campaign Coordinator training. <input type="checkbox"/> Develop your campaign timeline with dates and goals. <input type="checkbox"/> Meet with your CEO to confirm his or her commitment. <input type="checkbox"/> Visit our online campaign toolbox for tools and ideas. | <ul style="list-style-type: none"> <input type="checkbox"/> Plan your campaign theme and special events. <input type="checkbox"/> Set dates for employee meetings. <input type="checkbox"/> Ask your LAUW rep. about speakers for employee meetings. <input type="checkbox"/> Request materials from your LAUW rep. Everyone should receive pledge forms and brochures. <input type="checkbox"/> Personalize pledge forms with individual's contact information. | <ul style="list-style-type: none"> <input type="checkbox"/> Promote your campaign special events and meetings. <input type="checkbox"/> Conduct a Leadership Giving campaign, one of the best ways to increase the success of your overall campaign. <input type="checkbox"/> Send communications from CEO endorsing/announcing campaign. | <ul style="list-style-type: none"> <input type="checkbox"/> Kick off your campaign group meetings. <input type="checkbox"/> Make sure that every employee receives materials and has the opportunity to give. <input type="checkbox"/> Conduct special events. <input type="checkbox"/> Publicize interim campaign results. <input type="checkbox"/> Send follow-up e-mails every few days to keep up the enthusiasm and build awareness. Include community facts and success stories. <input type="checkbox"/> Have Fun! | <ul style="list-style-type: none"> <input type="checkbox"/> Wrap up campaign and collect all pledges. Follow up with those who did not turn in pledge forms. <input type="checkbox"/> Tabulate the results and submit campaign reports and the campaign envelope to United Way. <input type="checkbox"/> Announce campaign results to your staff. <input type="checkbox"/> Thank all contributors with a celebration event, letter, e-mail, gift, etc. <input type="checkbox"/> Conduct a campaign debriefing with your team and United Way rep. and develop a written summary for next year. |

