

# CAMPAIGN CHECKLIST



**Coordinating a United Way campaign should be fun and rewarding! With your support, thousands of our most vulnerable neighbors are able to connect with help to improve their lives. Your support and effort are what drives our movement forward.**

**Thank you for making a positive impact!**



United Way Galveston  
County Mainland

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## At Least 6 Weeks Before

- Meet with your United Way representative to develop campaign goals and strategies
- Review the previous campaign's performance, determine opportunities and challenges
- Visit United Way's online campaign toolkit ([www.uwgcm.org/toolkit](http://www.uwgcm.org/toolkit)) for customizable materials and fundraising ideas
- Obtain CEO endorsement and support
- Recruit and train a campaign team
- Set dates for employee meetings
- Develop your specific campaign timeline with dates and goals
- Schedule and plan a United Way Kickoff Event

## At Least 4 Weeks Before

- Plan your campaign theme and special events
- Ask your United Way representative about speakers for employee meetings
- Send letter from top executives to all employees encouraging participation
- If you haven't already, begin sending campaign e-communications and announce the campaign Kick-Off Celebration to all employees
- Conduct a leadership giving campaign – one of the best ways to increase the success of your overall campaign or next year!

## At Least 2 Weeks Before

- Promote your campaign special events and meetings
- Send a reminder about the upcoming campaign and special dates to keep in mind During Your Campaign
- Make sure every employee receives pledge forms and has an opportunity to give
- Follow up with past contributors who have not yet responded
- Publicize interim campaign results
- Send follow-up emails every few days to keep up enthusiasm and build awareness; include community facts and success stories
- Have fun! Infuse your creativity and build enthusiasm among team members and in no time your campaign will go from good to great!

## After Your Campaign

- Wrap-up, collect all pledges and follow up on outstanding pledges
- Calculate results and submit final reports to United Way representative
- Announce results to your employees
- Thank all contributors with a celebratory event, letter or email
- Debrief with your team and summarize your findings and ideas