

CAMPAIGN CHECK LIST

It starts with
YOU.



- MEET** with your CEO to discuss his/her vision for the campaign.
- ATTEND** an Employee Coordinator Training Session.
- DEVELOP** a campaign plan including dates, goals, etc.
- RECRUIT** a committee to help plan and coordinate the campaign.
- ATTEND** the community campaign activities and participate in United Way Day on October 27.
- KICKOFF** your campaign and run an informative, exciting time-limited campaign.
- WORK** with the United Way CEO to ensure the success of your goal.
- INFORM** your CEO on campaign performance midway.
- ANNOUNCE** your results to your organization — and to United Way!
- THANK** your donors and committee volunteers.
- EVALUATE** and make recommendations for next year.
- PROVIDE** year round United Way engagement opportunities for employees, like volunteer activities or lunch-and-learns.