

# YOUR CAMPAIGN TIMETABLE / CHECKLIST

## Three weeks or more before the kick-off

- Meet with management to obtain support and commitment.
- Analyze previous campaigns.
- Establish campaign goals.
- Conduct meeting of campaign team to develop campaign plan.
- Establish campaign timetable.

## Two weeks before the kick-off

- Recruit and train campaign volunteers.
- Check campaign supplies.
- Confirm all meeting arrangements with department heads and your Loaned Executive.
- Schedule tours of United Way agency partner facilities with United Way advisors.

## One week before kick-off

- Begin campaign promotion.
- Hold Leadership campaign.
- Send management letter to employees.
- Conduct tours of United Way agency partner facilities.

## Week of kick-off

- Hold employee group meeting(s) with Loaned Executive.
- Conduct employee campaign.
- Conduct follow-up campaign until each employee has been contacted.
- Report to employees on progress.

## Close of campaign

- Submit final report to Mesa United Way.
- Announce final results to employees.
- Thank and recognize contributors.
- Prepare written evaluation for next year's Campaign Coordinator.

## Year Round

- Inform all new hires of company's support of United Way and invite them to contribute.
- Keep United Way visible all year through: company newsletters, community service days, volunteer opportunities, and United Way Day.