

CAMPAIGN TIMELINE AND CHECKLIST

4 Weeks Before	2 Weeks Before	Kick off Celebration!	Post Campaign
<ul style="list-style-type: none"> □ Recruit your campaign team □ Develop theme, goal, incentives and special events □ Gather United Way promotional and educational materials, either print or online □ Review previous campaign performance 	<ul style="list-style-type: none"> □ Execute campaign theme through newsletters, emails, signage □ Receive pledge forms and campaign materials from United Way or set up virtual campaign page □ Engage your CEO or organizational leadership □ Invite United Way staff to speak 	<ul style="list-style-type: none"> □ Make sure employees receive all virtual or print materials □ Regularly update staff and organizational leadership on campaign results □ Send out reminders on a routine basis 	<ul style="list-style-type: none"> □ Wrap up campaign and collect all outstanding pledge forms □ Submit campaign reports to United Way staff □ Share campaign results with your coworkers □ Thank all contributors!
<p style="text-align: center;">Target Date:</p>	<p style="text-align: center;">Target Date:</p>	<p style="text-align: center;">Target Date:</p>	<p style="text-align: center;">Target Date:</p>

What else do you think should be on your Campaign Timeline and Checklist?