

CAMPAIGN CHECKLIST

- Determine the dates for your campaign and set fundraising and/or participation goals.
- Meet with United Way to create new strategies for your campaign.
- Utilize a campaign team to help with communication, special events and fundraising.
- Coordinate campaign messaging and develop a timeline for company-wide distribution.
- Implement a Day of Impact, either onsite, offsite or virtually to demonstrate the impact of United Way.
- Host a general employee kickoff event with company leadership in attendance or as speakers.
- Host employee education meetings and events throughout the campaign.
- Share progress toward your goals throughout the campaign.
- Announce and celebrate your results.
- Thank your donors and campaign team members for their support.

