

# United Way of Buffalo & Erie County 2009 Key Dates & Campaign Checklist

## Key Dates

**August 19<sup>th</sup>**

Day of Caring

**Oct 5<sup>th</sup> - Dec 18<sup>th</sup>**

Take the United Way Challenge

**August 19<sup>th</sup> thru December 18<sup>th</sup>**

2009 United Way Campaign

### **BEFORE THE CAMPAIGN**

- Visit [uwbec.org](http://uwbec.org) & familiarize yourself with the "Campaign Tool Kit"
- Mark your calendar with key dates
- Attend one of the Campaign Coordinator trainings offered by the UW
- Study your organization's previous campaign results
- Consider a demo of our online pledging tool to eliminate paper forms
- Recruit a steering committee / Team Captains with representatives from numerous departments/union/non-union/management
- Schedule & meet with your UW staff person (call 887-2614 for the name of your account executive)
- Review current "Best Practices" & effectiveness
- Identify new "Best Practices" that are not yet part of your organization's campaign
- Meet with CEO / Senior Management to discuss their involvement
- Set goals & strategies, kickoff & end dates
- Verify payroll deduction procedures

- Attend an agency tour with your UW Account Executive
- Schedule staff presentations & request agency speakers
- Order campaign materials through your UW Account Executive
- Hang posters, announce goals, & hold events in common areas and /or as part of team meetings already scheduled
- Hold a kick-off event & announce your campaign goal

### **DURING THE CAMPAIGN**

- Lead by example: make your own pledge & secure top management gifts first
- Distribute educational materials, send voice-mails, e-mails, or letters from CEO/top management
- Hold group presentations, show video, use an agency speaker
- Give ALL employees their pledge forms & ASK for their contribution
- Hold a *Leadership campaign* solicitation to all senior management
- Follow up on ALL pledge cards by asking employees to return to you or person designated regardless if they choose to give or not

### **AFTER THE CAMPAIGN**

- Review all paper pledge forms for completeness
- Copy all pledge forms for your payroll department
- Place all pledge forms into report envelope & call UW contact for a pick up
- Thank each employee who gave, no matter what the amount, via e-mail, payroll stuffer, voicemail, or letter
- Consider attending the United Way Campaign Celebration event – Date TBD