

2008 Key Dates & Campaign Checklist

KEY DATES

August 20: Day of Caring

October 6 – December 12:

United Way Challenge

December 19: Campaign Ends

BEFORE THE CAMPAIGN

- .. Visit 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 with representatives from numerous departments/union/non-union/management
- .. Schedule & meet with your UW staff person (call 887-2704 if you do not know who your contact is)
- .. 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 campaign staff person
- .. Schedule staff presentations & request agency speakers
- .. Order campaign materials through your UW contact
- .. Hang posters, announce goals, & hold events in common areas
- .. 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 Leaders of Change solicitation for all senior management

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
- .. FEEL GREAT – you’ve done a wonderful thing for our community!