

Campaign Schedule Development Worksheet

Activity	Target Date	Completion Date
Select a campaign date	_____	_____
Attend coordinator's training August	_____	_____
Recruit campaign committee 3 - 4 months before campaign	_____	_____
Confirm CEO support 2 - 3 months before campaign	_____	_____
Recruit and train campaigners 1 - 2 months before campaign	_____	_____
Meet with United Way representative 5 -6 weeks before campaign	_____	_____
Request campaign supplies from United Way 5 - 6 weeks before campaign	_____	_____
Develop solicitation plan 5 - 6 weeks before campaign	_____	_____
Schedule speakers, tour, agency fair 3 - 4 weeks before campaign	_____	_____
Write CEO endorsement letter 3 - 4 weeks before campaign	_____	_____
Start campaign publicity 3 - 4 weeks before campaign	_____	_____
Send CEO endorsement letter 2 weeks before campaign	_____	_____
Executive solicitation 1 - 2 weeks before campaign	_____	_____
CEO hosts executive solicitation 1 - 2 weeks before campaign	_____	_____
Kick off campaign	_____	_____
Group solicitation meetings during campaign	_____	_____
Report progress as soon as pledge cards are received (daily, weekly)	_____	_____
Implement thank you program immediately after campaign is over	_____	_____
Conduct campaign critique as soon as final numbers have been calculated	_____	_____