

LIVE UNITED™



Planning, running and wrapping up a United Way campaign can be multi-faceted. Give yourself an overview of what has and hasn't been covered by filling out this checklist as you go along.

Employee Campaign Coordinating Checklist and Schedule			
To BEGIN your United Way campaign:		Date Initiated	Date Completed
Get Leadership support			
Analyze past campaigns			
Set new campaign goal			
Meet with campaign co-chair			
Recruit a campaign team			
To PLAN your United Way campaign:	Person Responsible	Date Initiated	Date Completed
Person Responsible			
Develop a campaign schedule			
Decide on a campaign theme			
Decide on a campaign approach			
Publicize your campaign			
Begin Leadership Giving			
To RUN your United Way campaign:	Person Responsible	Date Initiated	Date Completed
Hold a campaign rally (or employee meeting)			
Send "Ask" letters			
Check and report progress			
Target retirees and new hires			
Approach absentees			
To WRAP UP your United Way campaign:	Person Responsible	Date Initiated	Date Completed
Report Results to UWBC			
Report Results to your company			
Send "Thank You" letters			
Hold an appreciation event			
Analyze campaign results			