

EMPLOYEE CAMPAIGN COORDINATOR BASICS

TIMELINES AND CHECK-INS

	Assigned To	Target Date	Completed
6-8 Weeks Before Kickoff			
Hold meeting with United Way staff and company leaders.			
Recruit your volunteer team and set your kickoff date.			
Contact HR to determine what information and lead-time they require.			
Set a goal for your drive (participation, number of donors, % increase).			
4-6 Weeks Before Kickoff			
Visit United Way's website to view resources available to support your campaign.			
Schedule department or all-company meetings and speakers.			
Determine special events your team would like to run. Be sure they are serving an identified purpose, like building awareness or raising additional campaign dollars.			
2-3 Weeks Before Kickoff			
Ask your CEO to author a letter or email of support.			
Announce your campaign plans company-wide.			
Prepare campaign materials and distribution plan for kickoff.			
4-5 Days Before Kickoff			
Customize reminder email for your kickoff event.			
Hang posters in high traffic areas of your office.			
Post information or even videos on your company's intranet, if possible.			
Day of Kickoff			
Send one last email reminder about your event.			
Inform and Ask: Explain United Way's impact with speakers, videos, personal testimonials. Ask for your colleagues to join you with a gift this year. Include information on details of how to give and any incentives for giving.			
Throughout Campaign			
Send success story emails or statistics in mid-campaign updates.			
Use department meetings as reminder points.			
Take pictures of your activities to post internally and share with United Way.			
After Campaign			
Provide HR with copies of all payroll deduction elections.			
Communicate results in a final email with a message of thanks.			
Finalize reporting template to be submitted with completed campaign.			
Arrange for a delivery or pickup of your campaign with United Way staff.			