



RUNNING YOUR CAMPAIGN

Employee Campaign Chair Timetable

Stay involved and monitor the campaign process and results.

Putting the Plan into Action

	Completion Date	Assigned To
Conduct campaigner’s training session	_____	_____
Schedule video, agency speaker, and time with your United Way representative to answer questions	_____	_____
Display campaign activities and information in prominent locations	_____	_____
Send CEO endorsement letter	_____	_____
Conduct leadership and employee meetings (include CEO)	_____	_____
Conduct kickoff event (include CEO)	_____	_____
Conduct activities, special event fundraisers, etc.	_____	_____

Wrapping up the Campaign

Collect ALL pledge forms and check for completeness (calculations, date, signature, etc.)	_____	_____
Sort forms or data by payment type: cash, checks, payroll deductions, credit cards, bill at home requests, or securities	_____	_____
Notify United Way of results. Submit forms or electronic transfer to United Way for processing. Give copy to Payroll.	_____	_____
Attach cash/checks or issue company check	_____	_____
At closing ceremony or through memo or letter <ul style="list-style-type: none"> • Thank and reward employees • Recognize and reward campaigners • Thank committee • Publicize corporate/employee results • Distribute incentives and publicize winners 	_____	_____
Conduct a campaign review session and note outcome	_____	_____
Organize your materials for next year’s campaign team	_____	_____

Congratulate yourself for helping advance the common good!