

CAMPAIGN CHECKLIST



✓	PLAN	TARGET DATE
	Attend a United Way Campaign Coordinator Meeting.	
	Review the previous campaign performance to determine opportunities and challenges, and set goals.	
	Recruit other staff members or planning committee (if needed).	
	Meet with your United Way staff liaison to discuss strategies, request materials, and develop a calendar of events.	
	Send a "Campaign Kickoff" email to all staff announcing the upcoming campaign, and promote internally.	
	Visit unitedwayclallam.org/employee-campaign-toolkit for materials and ideas.	
✓	EXECUTE	
	Host a kickoff event with a United Way staff presentation and video. Share your story. Why do you give? Distribute materials to all staff.	
	Conduct special events, challenges, volunteer opportunities, or schedule a tour of an agency. Share photos on your business social media and tag @unitedwayclallamcounty	
	Make sure every employee has the opportunity to give with either a paper pledge form or using the online workplace campaign pledge form.	
✓	WRAP UP	
	Collect pledge forms, calculate results, and submit results and all yellow copies of pledge forms to your United Way liaison. Submit white copies to your payroll department. Donors keep pink copies.	
	Review campaign results with your leadership, volunteers, and United Way liaison.	
	Announce results and thank all donors for making an impact!	