

Suggested Campaign Timetable



7-8 Weeks Before kickoff

- Establish a campaign committee.
- Attend Campaign Leader training with your campaign committee.
- Review/analyze last year's campaign.
- Meet with United Way representative.
- Meet with CEO and obtain support of campaign.

6 Weeks Before kickoff

- Conduct meeting of campaign committee to set goals, establish campaign timeline, plan events and develop a leadership giving campaign.
- ORDER LIVE UNITED T-SHIRTS. Secure other incentives and prizes.
- Develop publicity and education plans.

3-4 Weeks Before kickoff

- Personalize pledge forms (name and last year's pledge).
- Train campaign committee members.
- Confirm all meeting arrangements with department heads and United Way staff.
- Schedule speakers from United Way Speakers Bureau.
- Schedule tours of United Way member agency facilities.
- Request campaign supplies (brochures, posters, etc.).

1-2 Weeks Before kickoff

- Begin campaign promotion.
- Send CEO letter to all employees.
- Hold your leadership meeting/event for management.

Day of kickoff

- Make sure all equipment is working.
- Distribute pledge forms and other materials.
- Ask for contributions. Collect pledge forms and say "thank you."
- Hold employee kickoff meeting with CEO remarks, video and agency speakers.

During Your Campaign

- Identify people who missed the meeting and connect with them.
- Conduct employee group meetings - use 20-minute group meeting outline (see page X).
- Continue follow-up with each employee - 100 percent ASK!
- Report progress to employees.
- Give away prizes and incentives.
- Publicize results of leadership campaign.

Campaign Wrap-up

- Follow-up on outstanding pledges.
- Submit final United Way campaign report to United Way office by OCTOBER 30.**
- Meet with CEO and report results.
- Announce final results to employees.
- Thank and recognize contributors.
- Conduct final meeting with campaign committee.
- Prepare written evaluation and recommendations for next year's Campaign Leader.



Find out more at www.LiveUnitedChattanooga.org/ecm