

CAMPAIGN CHECKLIST

INVOLVE

GET YOUR CEO / SENIOR MANAGEMENT & CO-WORKERS INVOLVED

- CEO approves campaign plan and dates _____
- Secure CEO endorsement letters and/or speaking engagement _____
- Recruit a team (list team members/departments) _____

- Recruit a Key Club and/or YLS Coordinator within your team to increase leadership gifts
- Key Club and/or YLS Coordinator name _____

EDUCATE

DETERMINE CAMPAIGN THEME AND ESTABLISH OVERALL CAMPAIGN ACTIVITIES AND DATES

- Theme _____
- Establish a time line of campaign activities
- Meet with your United Way representative to help set or review campaign goals and plan
- Secure campaign materials from UWGT
- Materials requested _____
- Train the committee to help run the campaign
- Training Date(s) _____

ASK

PROMOTE CAMPAIGN AND CREATE BUZZ WITHIN YOUR ORGANIZATION

- Campaign kick-off/rally _____
- Conduct leadership giving meeting _____
- Conduct group/department meetings _____
- Final pledge due date _____

COLLECT AND REPORT

- Close campaign and announce results
- Use the Campaign Report on the following page to calculate campaign total and submit to UWGT

THANK

SAY THANK YOU

- Method of thanks _____
- Wrap-up Campaign Event _____
- Debrief campaign with team members and your United Way representative.
- Brainstorm for ways to improve your campaign next year.