

# Campaign Checklist

*Employee Campaign Coordinators encourage coworkers to create a stronger, healthier community by planning, coordinating and implementing an effective United Way workplace campaign.*

## Prior To Campaign

- Meet with United Way staff or volunteer to review prior years' giving and develop a campaign strategy.
- Meet with your CEO and establish a campaign goal
- Recruit a committee and coordinate assignments
- Establish campaign timetable.
- Organize an event to kick off the campaign
- Promote and invite employees to the kick off event
- Other

## During the Campaign

- Kick off your campaign.
- Conduct Leadership Giving campaign with CEO involvement.
- Schedule employee meetings (with CEO if possible) and United Way speakers.
- Follow up with employees unable to attend.
- Issue progress reports to your United Way staff person and your employees.
- Send reminder emails about the campaign
- Offer special incentives for meeting deadlines or giving levels
- Recognize Loyal Contributors, those who have given to United Way at least 10 years.
- Other

## After the Campaign

- Tabulate results and submit campaign report envelope to United Way staff.
- Thank your committee, solicitors and employees who participated.
- Draft a letter to be sent from the CEO to thank employees for their contributions.
- Evaluate your campaign and make recommendations for next year's Coordinator.
- Pat yourself on the back for a **JOB WELL DONE!**
- Other



United Way of  
South Central Nebraska