



# Employee Campaign Planning Check List

Whether this is your first time managing a United Way Campaign, or you are a seasoned volunteer, this checklist will help you plan a successful workplace campaign.

All materials are available on our website [unitedwayne.org](http://unitedwayne.org)

## **BEFORE THE CAMPAIGN**

- ☐ **Set campaign dates!** (ex. 7/20 – 8/26)
- ☐ **Set a goal for the Campaign** - You can do this on your own or UWWC Staff member can help with past history investment reports (ex. *You may want to set a goal 90% fair share giving or \$11,200 in over all employee giving with a 100% corporate match*)
- ☐ **Set dates/times** to bring in United Way representation to present to your workplace about how we are addressing the largest community needs. This presentation can include a community partner.
- ☐ Your United Way representative will drop off campaign materials at your convenience or you can pick up at our office.

## **DURING THE CAMPAIGN**

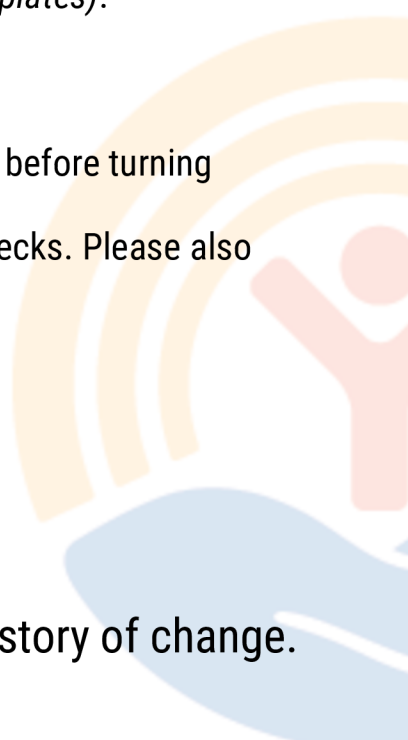
- ☐ Start your campaign off right, and send out a Campaign Kick-Off email.
- ☐ Keep your employees engaged with special events (*see our website for ideas*)
- ☐ Ask your United Way Representative to attend your event, we would love to join you and answer questions about how your campaign impacts our community.
- ☐ Remind your employees about the campaign (*Check out the Campaign HQ tab on our website for online Campaign Tool Kit containing helpful communication templates*).

## **AFTER THE CAMPAIGN**

- ☐ Send a thank you email to your employees & volunteers.
- ☐ Reference page your CC Handbook to ensure you have all required items before turning your final report into the UWWC office.
- ☐ Drop off your completed report form, your pledge forms, cash, and/or checks. Please also return any unused materials.

## **THANK YOU**

For your time and dedication to Wayne County. **YOU** are the story of change.



# Employee Campaign Materials Checklist

To ensure each workplace campaign is successful, use this checklist as a guide. Compare your employee campaign packets with this list to make sure each business is getting the correct materials.

- ☐ 2025 United Way of Wayne County Brochure
- ☐ United Way Pledge Form
- ☐ Fair Share Form
- ☐ Fair Share Poster



# Final Campaign Materials Checklist

To ensure your workplace is successful, use this checklist as a guide. Compare your report form, pledge forms, monies, etc. to this list.

Each item can be referenced on the following pages. Make sure your Report form and pledge forms match the examples we have provided.

- ☐ Completed Report Form
- ☐ **YELLOW** copies of your staff's Pledge Forms
- ☐ Completed (**WHITE**) Fair Share Forms for **ALL** employees who give their Fair Share (please do not staple these to the pledge or report forms).
- ☐ Any unused materials

