

Your 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

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 of 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 once 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 7** to ensure you have all required items before submitting your final report to 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 your UWWC workplace campaign is successful, use this checklist as a guide when distributing the materials to every staff member.

Each item listed below can be referenced on the following pages.

- 2023 United Way of Wayne County Brochure
- United Way Pledge Form
- Fair Share Form



Final Campaign Materials Checklist

To ensure your UWWC workplace campaign is successful, use this checklist as a guide. Compare your report form, pledge forms, monies, etc. to this checklist when submitting final reporting to UWWC Office.

Each item can be referenced on the following pages.

- Completed Report Form
- YELLOW** copies of all staff investor Pledge Forms
- Completed 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

