

# Campaign Timeline

## Six Weeks before Kickoff

- Secure CEO support and involvement
- Recruit a campaign team
- Visit our campaign toolbox at [liveunitedbr.org](http://liveunitedbr.org) for tools and ideas
- Develop your campaign timeline with dates and goals

## Four Weeks before Kickoff

- Work with United Way to develop a campaign plan and set goals
- Set sates for employee meetings and special events
- Speak with HR about a plan to solicit retirees
- Personalize pledge forms with employee contact information and prior year giving history

## Two Weeks before Kickoff

- Conduct a leadership giving campaign
- Arrange for a speaker with your United Way contact
- Promote your campaign meetings and special events
- Send communication from the CEO endorsing the campaign to all employees

## Kickoff celebration!

- Kickoff your campaign group meetings
- Make sure that every employee receives materials and has the chance to give
- Conduct special meetings and events
- Report progress to all employees regularly
- Send short emails every few days to keep up the enthusiasm and build awareness. Include success stories and fast facts
- Have fun!

## After Your Campaign

- Tabulate the results and report to United Way
- Report total amount raised to employees
- Thank/recognize all contributors
- Conduct a campaign debriefing with your team



[LiveUnitedBR.org](http://LiveUnitedBR.org)

**United Way**  
**Blackhawk Region**

