

SIX

Select Campaign Schedule

In order for your campaign to run smoothly, it is helpful to establish a timetable. It should be in line with the framework of the overall United Way campaign. Most importantly, it should avoid any potential conflicts with other fundraisers and solicitation-based events within your company such as 401-k and retirement plan enrollment. Using a personal timetable will help you keep track of your tasks.

BEFORE CAMPAIGN:		DATE
1.	Review past performance	_____
2.	Meet with CEO/OH	_____
3.	Recruit Campaign Team	_____
4.	Ensure all is ready for payroll deduction	_____
5.	Meet with United Way	_____
6.	Determine capacity and set goal	_____
7.	Conduct orientation sessions with all campaign volunteers	_____
8.	Plan publicity and set schedule	_____
	Consider: Agency Tours	
	Agency Speakers	
9.	Personalize pledge cards	_____
10.	Send out endorsement letters from:	_____
	CEO/OH:	_____
	Managers:	_____
11.	Set schedule for employee group meetings.	_____
DURING CAMPAIGN:		
1.	Solicit Executives and Managers	_____
2.	Supervise employee group meeting schedule	_____
3.	Publicize (to employees and United Way) interim pledge reports	_____
4.	Wrap-up (Complete meetings schedule - any make-up sessions - account for all pledge cards)	_____
AFTER CAMPAIGN:		
1.	Total Results	_____
2.	Send results to United Way	_____
3.	Publicize campaign results	_____
4.	Thank Volunteers	_____
5.	Thank Employees	_____
6.	Critique campaign with campaign team and provide written summary for next year	_____