

› Step-by-Step Checklist

Plan Your Campaign

Target Date

- | | |
|---|-----|
| <input type="checkbox"/> Meet with your volunteer contact at United Way of Eastern LaSalle County. | / / |
| <input type="checkbox"/> Develop your campaign time line with dates and goal. | / / |
| <input type="checkbox"/> Recruit a campaign team comprised of representatives from all departments. | / / |
| <input type="checkbox"/> Place your order to receive United Way campaign materials. | / / |
| <input type="checkbox"/> Recruit a Leadership Giving chairperson. | / / |
| <input type="checkbox"/> Review campaign history and set dollar, participation and awareness goals. | / / |
| <input type="checkbox"/> Secure support of the campaign plan with your CEO and senior management team. Items to include: strategies, budget and campaign goal. | / / |
| <input type="checkbox"/> Schedule your Kick off meeting and location and make sure it's posted on calendars including your CEO, senior leadership team, your campaign team and your United Way contact. | / / |
| <input type="checkbox"/> Plan your organization's participation in Labor of Love or another volunteer activity. | / / |
| <input type="checkbox"/> Schedule community speakers and tours. Your United Way contact can help you schedule speakers to educate and motivate your employees during kick off meetings. | / / |
| <input type="checkbox"/> Work in partnership with your public relations, communications or human resource department to plan an effective campaign communication strategy. | / / |
| <input type="checkbox"/> Conduct campaign team training in partnership with your United Way contact. | / / |
| <input type="checkbox"/> Work with your Human Resource department to plan a retiree outreach campaign. | / / |
| <input type="checkbox"/> Plan details of Leadership Giving campaign and identify past and prospective contributors (\$500+). | / / |

As a Campaign Coordinator, your partnership with United Way helps to advance the common good, creating opportunities for a better life for everyone here in Eastern LaSalle County.



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Run Your Campaign

Target Date

- | | |
|---|-----|
| <input type="checkbox"/> Meet with your United Way volunteer contact. | / / |
| <input type="checkbox"/> Kick off your Leadership Giving campaign. Prepare personalized contribution forms and materials as needed. | / / |
| <input type="checkbox"/> Heavily promote your campaign and activities at least 1 week before your kick-off. | / / |
| <input type="checkbox"/> Campaign Kick-Off Celebration—Remember to request a speaker to educate and motivate your employees. | / / |
| <input type="checkbox"/> Make sure that each employee is reached through group or one-on-one meetings and has the opportunity to contribute. | / / |
| <input type="checkbox"/> Schedule a mid-campaign team meeting to reflect on successes, challenges and opportunities. Adjust your campaign plan if needed. | / / |
| <input type="checkbox"/> Actively engage employees about United Way with consistent communications, events and promotions. | / / |
| <input type="checkbox"/> Keep running totals of campaign results and participation. Share on-going campaign results with employees. | / / |
| <input type="checkbox"/> Send a reminder about campaign close, and follow up with employees who have not returned their pledge forms. | / / |

*Do you know why most people don't give to United Way?
It's because they weren't asked!*

United Way's focus is on the building blocks for a good life—education, income and health. These are the basic things we all need for a better life: helping children and young people achieve their potential through education; promoting financial stability leading toward independence; and improving people's health.

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Close Your Campaign

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- Meet with your United Way volunteer contact.
_____ / /
- Collect (signed) pledge forms and complete the Employee Campaign Report form. Make sure your Donor Relations consultant picks it up or that you drop off forms at United Way Center.
_____ / /
- Announce final campaign results to staff.
_____ / /
- Thank employees with a letter, email or event.
_____ / /
- Thank your campaign team.
_____ / /
- Thank your leadership givers.
_____ / /
- Meet with your campaign team to gather feedback and notes for next year.
_____ / /
- Remember to promote how employees gifts are helping the community throughout the year.
_____ / /
- Promote giving to United Way to all new hires.
_____ / /
- Celebrate!

Ongoing

Target Date

- Stay informed about how your support is achieving measurable results in Eastern LaSalle County by sharing your e-mail with United Way so they can keep you up to date on anything new.
_____ / /
- Meet with your United Way Program Director to find out more about year-round community engagement and involvement.
_____ / /

LIVE UNITED
means being part
of the change.

It takes everyone in
the community working
together to create a
brighter future.