

COMMITTEE CAMPAIGN TIMELINE

An Employee Campaign Committee provides a key link between United Way and your colleagues. Through your communication, organization, and leadership skills, you enable your co-workers to come together to strengthen our community.

6 WEEKS BEFORE KICKOFF

- Meet with senior leadership to enlist their help in championing the campaign
- Determine campaign positions for everyone on the campaign committee
- Recruit and confirm campaign committee members
- Meet with your United Way representative to attend a Campaign Committee Training and:
 - Review strategy and results from last year's campaign
 - Choose campaign dates
 - Plan volunteer projects
- Review/order marketing and promotional materials

4 WEEKS BEFORE KICKOFF

- Have your first campaign committee meeting (agenda example here)
 - Purpose: helps organize and communicate with campaign committee members
 - Develop a plan and discuss campaign tactics and develop a timeline
- Review/order marketing and promotional materials
- Request agency speaker(s) and/or tours with your United Way representative
- Schedule staff presentations with your United Way representative for campaign kickoff day and staff meetings prior, if necessary

2 WEEKS BEFORE KICKOFF

- Use Leadership/CEO Campaign Endorsement email template and have him or her send to all employees
- Have department managers announce the campaign at staff meetings

1 WEEK BEFORE KICKOFF

- Use Ambassador United Way Presentation Invitation email template to launch campaign communications

DURING THE CAMPAIGN

- Hold a kickoff event to build enthusiasm for the campaign
- Hold special events for colleagues to make your campaign fun and successful
- Hold giveaways and drawings for those who have made a pledge
- Confirm committee members have shared notice of the campaign with all employees
- Send additional campaign communication to all employees (letter or e-mail)