

# CAMPAIGN CHECKLIST

## BEFORE THE CAMPAIGN

- Meet with your United Way of Laramie County Coordinator Relations Manager (CRM).
- Complete the Information Sheet with your CRM.
- Review campaign timeline and history with your CRM.
- Secure CEO/Senior Management support.
- Recruit a campaign committee to help with the campaign.
- Determine your campaign plan and any incentives that will be offered.
- Schedule your kick-off, United Way speaker, and any special events.
- Promote the campaign with an announcement to all employees.

## DURING THE CAMPAIGN

- Distribute pledge forms and campaign materials to every employee.
- Promote the campaign, kick-off, and special events through numerous channels.
- Hold a mid-campaign committee meeting to review the progress towards the goal.
- Send regular progress reports and keep your updated thermometer readily visible to all employees.
- Follow-up with individuals who have yet to turn in their pledge form.
- Send reminders about campaign events, incentives, and deadlines.

## AFTER THE CAMPAIGN

- Collect all pledge forms and campaign material.
- Complete your tally sheet.
- Take care of corporate contributions or matches on employee giving.
- Schedule a time with your CRM paperwork and pick up your campaign packet.
- Send a thank you letter to everyone including the campaign committee and CEO.
- Publish a short story, photo and the results of your campaign in the company newsletter.
- Hold a post-campaign committee meeting to evaluate the challenges and successes of the campaign. Keep notes handy for next year!
- Talk to your CRM so that we can continue to improve our service.

## YEAR ROUND

- Keep employees updated on the activities of United Way of Laramie County.
- Promote volunteer opportunities to employees.