

CAMPAIGN CHECKLIST



✓	PLAN	TARGET DATE
	Meet with your United Way staff liaison to discuss strategies and request materials.	
	Review the previous campaign performance to determine opportunities and challenges, and set goals.	
	Recruit other staff members or planning committee (if needed).	
	Set the dates for the campaign launch, campaign activities, and wrapup.	
	Send a "Campaign Kickoff" email to all staff announcing the upcoming campaign. and promote internally.	
✓	EXECUTE	
	Host a kickoff event with a United Way staff presentation.. Share your United Way story or have an employee share theirs. Why do you give? Distribute materials to all staff.	
	Conduct special events, challenges, volunteer opportunities, or schedule a tour of an agency. Share photos on your business social media and tag @uwgpc	
	Make sure every employee has the opportunity to give with either a paper pledge form or using the online workplace campaign pledge form.	
✓	WRAP UP	
	Collect pledge forms, calculate results, and submit results to United Way of Greater Plymouth County.	
	Review campaign results with your leadership, volunteers, and United Way liaison.	
	Announce results and thank all donors for making an impact!	