

Campaign Checklist



How can our staff give?

PLAN

- Attend ECM Training.
- Meet with United Way staff to obtain campaign materials.
- Visit www.uwkv.org/campaign-toolkit for ideas and materials.
- Meet with your CEO to enlist help in championing the campaign.
- Establish workplace campaign goals related to dollar amount and participation percentage.
- Recruit and train your committee; establish a timeline.

GEAR UP

- Send a letter from management to employees (see p. 8).
- Review campaign supplies and prepare materials for distribution.
- Schedule and plan a Kickoff Event (see p. 6).
- Contact United Way to request agency speakers and/or tours.

CONDUCT

- Hold a Kickoff Event to build enthusiasm for the campaign.
- Distribute pledge forms and encourage 100% participation.
- Send personal communication to all employees (see p. 8).
- Hold educational meetings and fundraising events with staff.
- Send follow-up emails every few days to maintain enthusiasm.
- Hold giveaways and drawings for those who have returned forms.
- Follow up with past contributors who have not yet responded.

CLOSE

- Send a reminder email to submit outstanding pledge forms.
- Collect forms. Make copies for your payroll/HR. Submit to United Way.
- Announce your campaign results to co-workers. Thank all donors and the campaign committee.
- Discuss implementation plan for the company's new hires.
- Choose Employee Campaign Manager for next year.
- Celebrate at United Way's Wrap-Up Event.

Augusta • Chelsea
Farmingdale • Fayette • Gardiner
Hallowell • Litchfield • Manchester
Monmouth • Pittston • Randolph • Readfield
Richmond • Sidney • South China • Wayne
West Gardiner • Windsor • Winthrop

TOWNS WE SERVE



INDIVIDUAL CONTRIBUTION

Give an ongoing or one-time donation in any amount to United Way through simple payroll deduction or a direct gift. We will work with your Payroll department to make the process quick and easy.

LEADERSHIP CIRCLE

Join a network of community leaders, advancing the common good with an annual gift of \$700-\$9,999. Make a payroll deduction or direct gift.

TOCQUEVILLE SOCIETY

Join Kennebec Valley's elite giving society with an annual contribution of \$10,000+.

EMERGING LEADERS SOCIETY

Combine your gift of \$400-\$699 with personal volunteer hours to make a lasting difference and be recognized as an Emerging Leader in your community.