

# Campaign Checklist



## SAMPLE RALLY AGENDA

### PLAN

- Attend ECM Training.
- Obtain campaign materials.
- Visit [www.uwkv.org/campaign-toolkit](http://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 program 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  
E. Vassalboro • Farmingdale • Fayette  
Gardiner • Hallowell • Litchfield  
Manchester • Monmouth • Pittston • Randolph  
Readfield • Richmond • Sidney • South China  
Vienna • Wayne • W. Gardiner • Windsor • Winthrop

### TOWNS WE SERVE



This sample agenda covers a 15-20 minute rally, but it can be adjusted in any way that best fits your time frame and campaign goals.

#### Why I Support United Way *2 minutes, Organization Leader*

- Share story of why you choose to Power the Dream personally and through your business
- Recap of last year's results

#### UWKV's Role in Community *7-9 minutes, UWKV Representative*

- Share what UWKV does, highlight real-life stories
- Show UWKV Campaign video

#### Recap & Soft Ask *1-2 minutes, UWKV Representative*

- Ties everything together and shares ways staff can give

#### Leadership Ask & Thank You *3-5 minutes, Organization Leader*

- Explain pledge process, share deadline
- Goals for this year's Campaign, share any corporate gift/match
- Participation rewards, raffle drawings, other events, etc.
- Thank you!