



Establish Your Timeline

The best results come from a short, goal-oriented campaign. A one, two, or three-week time frame is ideal. The timetable identifies tasks, start and finish dates, and people responsible.

United Way kicks off campaign in September and wraps up in November. This is the best time for your campaign since Loaned Representatives are available to assist you.

Start with the **end date** in mind and use this reverse schedule to fill your calendars. Plug these dates into your calendar on the next page.

	Task/Objective	Date	Responsibility
	Campaign evaluation (previous year)		
	First meeting with Loaned Representative		
	First committee meeting		
	ECC training session		
	Committee orientation		
	Campaign Kick-Off w/Presentation		
	Early bird draw		
	Mid-Campaign meeting		
	Final pledge form collection		
	Wrap-Up event		



Sample Campaign Calendar

	Mon	Tue	Wed	Thu	Fri
			ECC attend ECC Training session		
Pre-Campaign	12:00pm Campaign Rep orientation In-house training facilitated by United Way				
					Pay Day
Campaign		9:00am Kick-Off Day Shift 6:00pm Kick-Off Night Shift	Earlybird Draw	Mid-campaign update meeting	
Campaign Representatives personally deliver pledge packages and speak with each employee					
		Final draw at 4:00pm	Wrap-up event Announcements and thank you.		
Post-Campaign	Important Submit pledge forms and cash to United Way. Don't forget required copies to your payroll department.			Campaign evaluation Debrief with campaign committee and Loaned Representative.	Pay Day

Kick-Offs are best scheduled for Tuesday, Wednesday or Thursday to attract as many employees as possible and not interfere with flex days.



Your Campaign Calendar

	Mon	Tue	Wed	Thu	Fri
Pre-Campaign					
Campaign					
Post-Campaign					